PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

1945

1946

REPEATED RECOGNITION

For the SECOND time, WLS gets national award for fire prevention work

THIS YEAR, as in 1945, the thorough and effective fire prevention activities of WLS have merited the highest honor in this field — the $500 Gold Medal of the National Board of Fire Underwriters.

THIS IS repeated national recognition of a service long applauded locally—by fire departments, officials, and farm folk themselves.

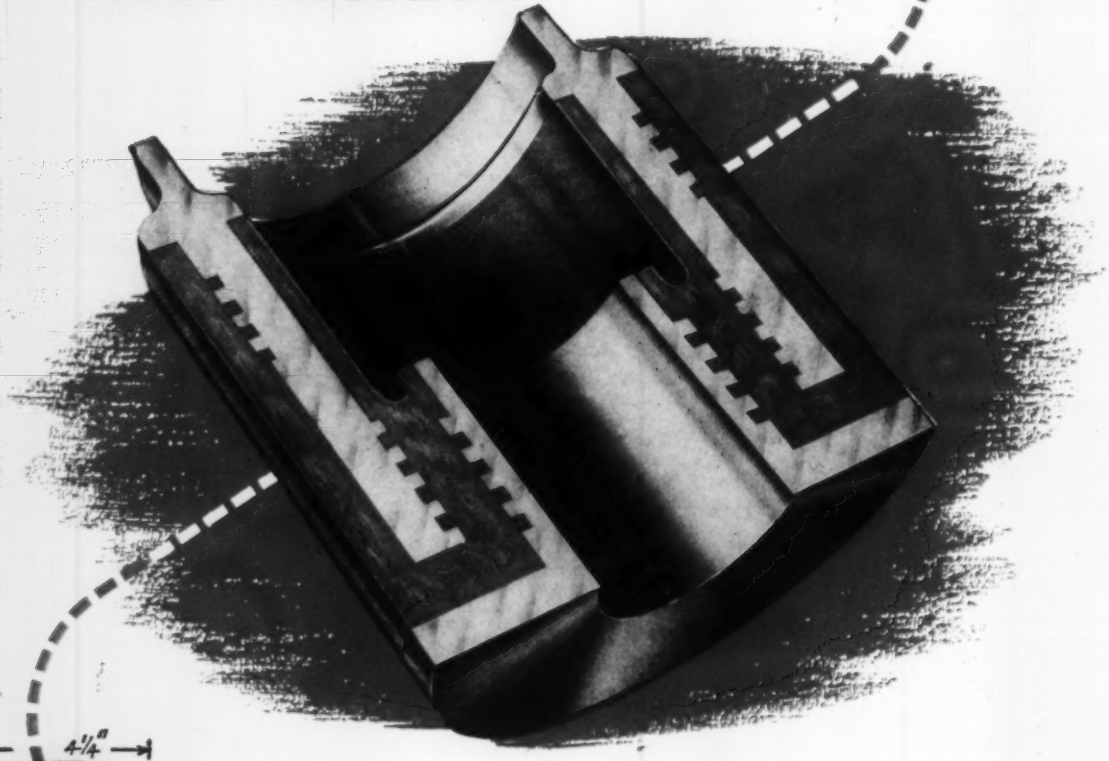
TO PREVENT FIRE—to stop soil erosion—to improve living conditions—to inform and entertain and help—these are the ways WLS has worked 22 years for the people of Midwest America.

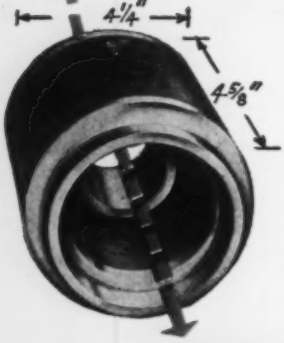
WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Lowell-Douglas

Largest MYCALEX Part Ever Molded





This cross section of a MYCALEX-to-metal molded component part was made for one of the country's leading manufacturers, and is the result of close cooperation between the customer's and our own engineering staffs. It exemplifies a new development in the molding of MYCALEX 410 with metal to form a hermetic seal.

The objective was to take advantage of the low loss factor and other desirable properties of MYCALEX 410 to produce a rugged bushing assembly in a single molding operation.

A difficulty was presented by the extremely long and branched path which the MYCALEX 410 had to follow. Total charge of MYCALEX 410 was 7 pounds, while the metal weighed 6 pounds to make a total weight of 13 pounds.

The MYCALEX and metal were sealed into one closely-bonded integral part, held to extremely close dimensional tolerances.

For more than 27 years MYCALEX has met and surpassed the most exacting needs engineers have been able to devise from year to year. MYCALEX 410, together with our highly perfected methods of molding it, is the greatest advancement in this high frequency low loss insulation to date.

Our technical staff is at your service. What is your problem in low loss insulation?

SINCE 1919
MYCALEX
THE INSULATOR
TRADE MARK REG. U.S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

"Owners of 'MYCALEX' Patents"

Plant and General Offices, CLIFTON, N. J. *Executive Offices*, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

METAL WORKERS mean dollars for the NASHVILLE market

Metal products, from heavy steel to lawn furniture, add to the 85 million dollars worth of industrial products made each year in the Nashville area. A wide variety of well-established factories employ thousands and help make this one of the nation's most stable market areas. . . . Over one million people and retail sales of more than 356 million dollars yearly make a rich sales territory for your quality product. Get into this buying market with a message broadcast economically by WSIX.

WSIX gives you all three: Market, Coverage, Economy

5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN *and* MUTUAL

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

OPENING UP of program schedules, combined with steadily mounting rates for station break spots causing numerous national spot advertisers to shift to 5, 10 and 15 minute programs on both package and studio production basis. If trend continues it is expected to bolster independent station programming.

GENERAL MOTORS expected to sign Bing Crosby for ABC series on crooner's return to Hollywood from picture location. Vic Hunter, Hollywood producer, Foote, Cone & Belding, on location at Jasper National Park, Canada, with Crosby, reported closing negotiations.

ANY possibility that OPA Administrator Paul Porter will return to the FCC appears remote at this time, despite tough sledding OPA is having in Congress. Likely now OPA will emerge with enough skin over its skeleton to sufficiently slow up inflationary trend and he will stay for perhaps six months, until threat is past. Anybody's guess after that but fat job *outside* of government is by no means unlikely.

U. S. SOON will begin broadcasts to Russia in Russian language if Senate restores $9,000,000 appropriations cut by House, and conferees agree. Senate Appropriations Committee scheduled to report out State, Commerce and Justice Appropriation Bill today and odds are Assistant Secretary William B. Benton's campaign to continue international shortwave broadcasting will bear fruit, so far as Senate is concerned.

WORLD is moving toward crisis and confusion in international shortwave broadcasting. With only 114 frequencies available (under international pact) 34 nations are airing their own respective propaganda. U. S. presently using 56 frequencies. Russia wants an equal number. So does Britain. Problem may not be solved until next world telecommunications conference.

NATIONAL Symphony Orchestra, Washington's contribution to serious music, may hit nationwide Mutual network as summer sustainer, available for sponsorship. Intermissions would be given over to interviews on international and national affairs featuring Washington's officialdom and diplomatic corps.

ANOTHER TRY at new radio nomenclature —to find more appropriate term than "spot" for non-network business—being made by NAB Sales Managers Committee. Proposal being bruited about is for national contest for term which would more faithfully connote that basic portion of station business.

CHIEF JUSTICE designate Vinson who shortly takes over helm of nation's court of last resort isn't altogether unfamiliar with radio. From 1937-43 he served on U. S. Court of Appeals for District of Columbia, which

(Continued on page 98)

Upcoming

June 20-22: National Industrial Advertisers Assn. Convention, Hotel Claridge, Atlantic City, N. J.

June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash.

June 25: NAB News Clinic, Oregon Stations, Benson Hotel, Portland.

June 27: NAB News Clinic, Washington Stations, Olympian Hotel, Olympia.

(FCC Hearing Schedule page 86.)

Bulletins

BOB STANTON and BEN GRAUER assigned Friday to give blow-by-blow and general description of Joe Louis-Billy Conn championship fight June 19 on NBC television.

BRIG. GEN. Frank E. Stoner, Assistant Chief Signal Officer, named Friday to board of trustees, World Wide Broadcasting Foundation, Boston. Walter S. Lemmon, Foundation president, said General Stoner will take active part in policy activities.

LANCASTER (Pa.) Television Corp. withdrew television application from FCC Friday, bringing total withdrawals to 76. Action left WGAL Inc. sole applicant in Lancaster, eliminating need for hearing.

TAYLOR, SMITH GIVEN WAR SERVICE CITATION

DAVIDSON TAYLOR, CBS vice president and director of programs, awarded Medal of Freedom Friday by War Dept. Citation says he "performed exceptionally meritorious services as Deputy Chief of Radio, Psychological Warfare Division, in Europe from March 1944 to May 1945." Carl E. Smith, vice president of United Broadcasting Co. in charge of engineering, awarded Exceptional Civilian Service Award for war service. Presentation made by Brig. Gen. C. H. Arnold, chief of Office of Procurement & Distribution. Mr .Smith was requested by armed forces in 1942 and assigned to Chief Signal Office as assistant director of operational research staff.

KUGN, WJOY JOIN ABC

KUGN EUGENE, Ore., and WJOY Burlington, Vt., effective June 19 and Aug. 15 respectively, join ABC. Operating fulltime with 250 w on 1400 kc and owned by Valley Broadcasting Co., KUGN becomes Pacific Coast supplementary station. Owned by Vermont Broadcasting Corp. and operating fulltime with 250 w on 1230 kc, WJOY joins as basic supplementary station.

Business Briefly

'MET' RENEWAL SEEN ● Texas Co., New York, next week expected to renew *Metropolitan Opera* on ABC, Saturdays, 2-5 p. m., for next season. Agency, Buchanan & Co., N. Y.

NEW ABC CARD ● New standardized rate card being issued by ABC to conform with recommendations of NAB Sales Managers Committee. First cards to be issued by KECA Los Angeles and KGO San Francisco.

ADVERTISING RECESSION HELD 'TEMPORARY'

RECESSION in advertising during recent weeks attributed to "slow down of industrial production" and can be regarded "temporary" according to Standard & Poor's industry surveys. Recent program cancellations by such important advertisers as General Motors and General Foods, said survey, are regarded "as temporary incidents of present economic unsettlement."

As consumer goods production increases, pressure of demand for advertising will build up again and advertising volume this year is expected to exceed estimated $2,386,000,000 of 1945, says survey. As to radio prospects, Standard & Poor's Corp. states:

More complete coverage of favored listening time prevented any important gain in radio time sales in 1945, and revenues from this source are likely to decline moderately over the summer months while production bottlenecks are being ironed out. However, rate increases are entirely possible when contracts are renewed in the fall, and full-year time sales may hold close to the 1945 levels.

Profit margins also will be narrowed by the sharp rise in costs incurred in the developments of television and FM, and operating income may therefore drop rather severely this year. Nevertheless, elimination of excess profits taxes should improve earnings moderately, and maintenance of current dividend rates seems likely.

WINR JOINS NBC

AFFILIATION of WINR Binghamton, N. Y., owned by Southern Tier Radio Service Inc., operating on 1490 kc, 250 w fulltime, announced Friday. E. R. Vadenboncoeur, vice president and manager of WSYR Syracuse, has interest in WINR which becomes NBC's 157th affiliate.

KGKL, WHBB BOOSTS

KGKL San Angelo, Tex., Friday granted change from 1400 to 960 kc, power increase from 250 w fulltime to 5 kw day 1 kw night, DA at night, Comr. C. J. Durr voting for hearing. WHBB Selma, Ala., granted increase power on 1490 kc from 100 to 250 w fulltime.

FRENCH-U. S. EXCHANGE

UPWARDS of 140 stations in 40 states have agreed to cooperate with Radiodiffusion Francaise (French Radio Administration) in exchange of programs, largely via transcriptions. Arrangements were made by Robert Lange, director of French North American Radio Service, who this week completes two-month nationwide North American tour.

Sailors and Scholars, Too!

The letters A.B., if you're talking about the sea and ships, mean an able-bodied seaman. But if the background is a university, *then* A.B. means Artium Baccalaureus or Bachelor of Arts. Though diverse, each in its field, symbolizes a certain achievement.

The letters WCBM have a diversity of meaning for Baltimore's radio listeners. All income groups, yes, sailors and scholars too, are represented in its audience. Radio time buyers recognize WCBM's broad appeal as an achievement in the Baltimore Market and use it as an effective and economical way to build sales. Have you asked what WCBM can do for you?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

SEATTLE—A Per Capita Income Twice The National Average

In 1945 Seattle had a per capita income of $2,110—more than *twice* the national average!

Where the average American has $1.00 to spend, the average Seattleite has $2.04!

Sixth highest city in the nation in per capita income, Seattle's 480,000 people had more than a billion dollars to spend last year. Seattle is the richest city in the Pacific Northwest. It is destined to continue leadership.

KIRO, with 50,000 watts at 710 kc, delivers the finest radio service to this market . . . it brings Columbia programs to Seattle, Tacoma and the rich Pacific Northwest.

SEATTLE TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes.

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932 and Broadcast Reporter in 1933.

® Reg. U. S. Pat. Office
Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR 15c PER COPY

OUR SINCERE APPRECIATION

TO

THE RADIO EDITORS OF THE PHILADELPHIA AREA

WHO NAMED

WFIL

First IN PUBLICITY

IN BILLBOARD'S NINTH ANNUAL PUBLICITY SURVEY

The cooperation of the radio editors has made it possible to win more listeners for our programs, more friends for our sponsors' products.

The year-round efforts of our publicity department are only a part of the planned promotion and merchandising to which WFIL is constantly devoted.

THAT'S WHY WE SAY:

A WFIL PROGRAM *Plus* PLANNED PROMOTION

equals

SALES SUCCESS IN PHILADELPHIA

AN ABC AFFILIATE

WFIL

560

First ON YOUR DIAL

PHILADELPHIA

REPRESENTED NATIONALLY BY KATZ AGENCY

they said it couldn't

1933 They said no advertiser would ever sponsor so large a group as the Fred Waring organization—*orchestra, glee club, and assorted vocalists. Fred realized the value of a flexible, versatile unit, capable of presenting many types of entertainment. He stuck to his ideas and in 1933 went on the air for the same sponsor that introduced Paul Whiteman.*

1936 They said he couldn't hold his popular orchestra audience *if he emphasized choral numbers and failed to stylize his orchestra. Starting in January of this year for the Ford Motor Company on NBC, Fred crystallized his offerings into a pattern that was to achieve overwhelming popularity: every number a vocal—more chorals—and a little bit of everything in every program.*

1939 They said he couldn't sustain interest in the evening—*five evenings a week. For five*

Things don't just happen—someone makes them happen.

NBC—its sponsors—and its stars have a habit of making things happen in the radio world.

Fred Waring is one of those NBC stars. For 27 years he has been making things happen in the music and radio world. In 1921 he made his radio debut over WWJ in Detroit when broadcasting was not yet a year old. In 1929 he made the first "all talking" musical picture, "Syncopation."

Early in his career Fred was offered a 52-week vaudeville tour. They told him life would be secure and safe because he would never have to change his act. Fred turned it down. He preferred to exist from engagement to engagement. He changed his show constantly. He knew that change meant growth and that security seldom inspired hard work. For years he rehearsed his boys from 9 AM until show time. He taught them how to read music, how to sing. He encouraged them to

AMERICA'S NO. 1 NETWORK

'happen *(The Story of Fred Waring)* POSTSCRIPT TO A SERIES

years Fred and his Gang were on NBC for Chesterfield Cigarettes, five evenings a week. Every one of those five years he was voted the best quarter-hour program on the air.

1945 **They said NBC couldn't make a success of an evening-caliber program five times a week in the daytime.** *NBC and Fred Waring went ahead, presenting the Waring show five mornings a week. After six months it was voted the best daytime program on the air by the nation's radio editors and columnists. A month later it was sponsored two days a week by the American Meat Institute.*

1946 *This week the Fred Waring Show becomes the only five-time-a-week daytime show also to be heard in a choice evening spot. The Johnson's Wax Company presents it as the summer replacement for their top-rated Fibber McGee and Molly.*

compose, to think up gags, to arrange music—and the Pennsylvanians emerged a tightly knit "gang" that was capable of putting on a variety show ranging from the delicacy of his famous rendition of "The Rosary," to the latest comedy hit.

Recognition of Waring's accomplishments on the air was immediate and enduring. It came from millions of listeners, long-time sponsors, and the NBC affiliated stations—which for years have voluntarily gone all out in giving the Waring show the utmost in local station support and promotion.

Success stories like Fred Waring's *do* happen on NBC, in spite of the skeptics and doubters. They have no secret formula. They require only initiative, ideas and talent—plus the superlative facilities of the great NBC Network, the vast NBC listening audience, and the friendly association of other great programs heard on NBC.

NBC

...the National Broadcasting Company

KFOR

Listeners in the Lincoln area take a personal interest in KFOR because they know KFOR takes a personal interest in them and their welfare. In fact, KFOR is the ONLY station in the Lincoln area that serves that area alone. Obviously, a station can serve one area far better every day than it can a dozen areas in several states. KFOR serves the Lincoln area and listeners respond. They will respond to your sales message, too. A wire or letter will bring excellent availabilities in spots and programs.

NEBRASKA'S 2nd MARKET

GORDON GRAY, *Vice Pres. and General Manager*
HARRY PECK, *Station Manager*

BASIC ABC & MUTUAL

Represented by
EDWARD PETRY CO., INC.

Feature of Week

The Story-Teller

ONCE upon a time, not many years ago, there lived in Raleigh, N. C., a young man by the name of Fred Fletcher.

Even though he was the son of a prominent radio station owner, named A. J. Fletcher of WRAL, he had to work very hard. After finishing school and amateur theatricals, he went into the world to seek his fortune and began working at WRAL as announcer for only $20 per week.

One morning, to fill up time, he began to tell fairy stories, playing all of the parts himself from nimble nixies to great giants and dreadful dragons. The program continued; and the elfenfolk, and Little Red Riding Hood, and Little Black Sambo filled the air to cheer the heart of many a lonely girl or boy. But Fred Fletcher was unaware of his following.

It Grew and Grew

So of course it was to his surprise two months later to discover some folk were heeding his tales. He found it out when he offered theatre tickets of a morning's broadcast — and 761 youngsters and a few oldsters clamored to be recognized. So was born our Story-Teller.

As Fred Fletcher's program grew, enchanting more and more Jacks and Jills, the townsfolk began to take notice too. For his work in civic affairs the Raleigh Civitan Club presented him a commendation. The Junior Chamber of Commerce named him "Man of the Year." And our Story-Teller also was given national recognition for founding a Teen-Age Club to help combat juvenile delinquency.

As grew the program, which is sponsored on 11 stations by a local bakery, thus has Fred Fletcher grown. He now is manager of WRAL.

And so, The Story-Teller lives happily ever after.

Kiddies Greeting

ROY BATTLES, WLW Cincinnati farm program director now in Rome reporting on European food conditions, was to receive Father's Day greetings a day early from his two children. Transatlantic hookup between Rome and Cincinnati was arranged. Mr. Battles is in charge of the WLW food mission group touring Europe. Participating in the Father's Day broadcast was to be another father on the mission, C. D. Blubaugh, reporting the farmer's angle for WLW.

Sellers of Sales

"TWO THINGS are going to help radio, (1) Broadcast Measurement Bureau; and (2) all the current healthful discussion of rating service," says Harry Parnas, media director and chief time buyer for Cecil & Presbrey, New York. Those "two things," Mr. Parnas explained, will give advertisers and advertising agencies more confidence in radio as an advertising media.

"Radio," he says, "is comparable to any other media. I don't think this back-alley fight among the media (as to which is better) does them any good. All have their place, and there is place for all."

HARRY

Mr. Parnas is well qualified to speak about all media buying. Twenty six years ago, he joined Frank Presbrey Co. (changed to Cecil & Presbrey on Jan. 1, 1939) as an errand boy in the checking department. Then, in the rags-to-riches manner, Harry Parnas, errand boy, became Harry Parnas, media director. In the latter capacity he is responsible for approximately $500,000 worth of annual radio billing. In addition to buying radio time for the agency's products, he handles their advertising campaigns in other media too.

He places radio time for the following accounts: Ronson Metal Works, Polident Tooth Powder, Omego Oil & Rub, Fleetwood Cigarettes (Division of Philip Morris Ltd.) and Oyster Shell Products.

The Parnases have been married for eight years. They have two daughters, Anne, 5 and Janet, 1½.

Born in New York City on Oct. 1, 1904, he has lived there all his life, except for six months as gentleman farmer.

Mr. Parnas says he is fond of all types of music, from Brahms to boogie. That and raising his family are his only hobbies.

He is a member of the Media Men's Club of New York.

WDEL

Wilmington
Delaware
SELLS

Assures advertisers a greater listening audience than ever before — covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS
Day and Nigh
NBC
Basic Networ

All Right! We Admit It!

KFNF

"The Friendly Farmer Station"

IS PROBABLY

"THE MIDWEST'S MOST RAPIDLY GROWING RADIO STATION"

KFNF'S NET BROADCAST INCOME FOR MAY, 1946, WAS 41.4% ABOVE MAY, 1945—AND MORE THAN EIGHT TIMES THAT OF MAY, 1941

Such Tremendous Gains So Consistently Sustained, Clearly Reflect The Wide and Steadily Growing Sponsor Acceptance of KFNF's Expert Independent Programming and Over-All Excellence of Operation

KFNF, IN ITS 22ND YEAR OF SERVICE TO THE RURAL AND SEMI-RURAL AUDIENCE AROUND SHENANDOAH, IOWA, IS TODAY, AS ALWAYS, YOUR BEST BUY IN THE MIDWEST

1000 W. **KFNF** 920 Kc.

Shenandoah, Iowa

For Availabilities, Write or Wire FRANK STUBBS, SHENANDOAH, IOWA

Sales

MORE POWER TO YOU!

MORE power to you . . . who want to penetrate the rich $103,629,000 trading area of Monroe and northeastern Louisiana. KMLB, on the air with 5000 watts day and 1000 watts night, as of June 17, has always been the dominating radio influence in Monroe.

Now our additional power brings responsibility both to community and advertiser. Because, as important as the increase in power, is the greater opportunity to gather community influence by presenting the best of the American Broadcasting Company and producing locally shows to meet the needs of a growing community. KMLB's expanded coverage promises to result in even more locally produced programs to interest an expanded audience.

In cause and effect logic—more power reaches more people . . . and more listeners to be entertained, informed and educated must inevitably be followed by greater sales power for each KMLB program. Let us show you the effect of a KMLB schedule.

Write or wire J. C. Liner, Jr., Manager, KMLB, Monroe, Louisiana.

J. C. LINER, JR.
Manager
•
ABC

KMLB

MONROE, LOUISIANA

5000 W
Day
•
1000 W.
Night

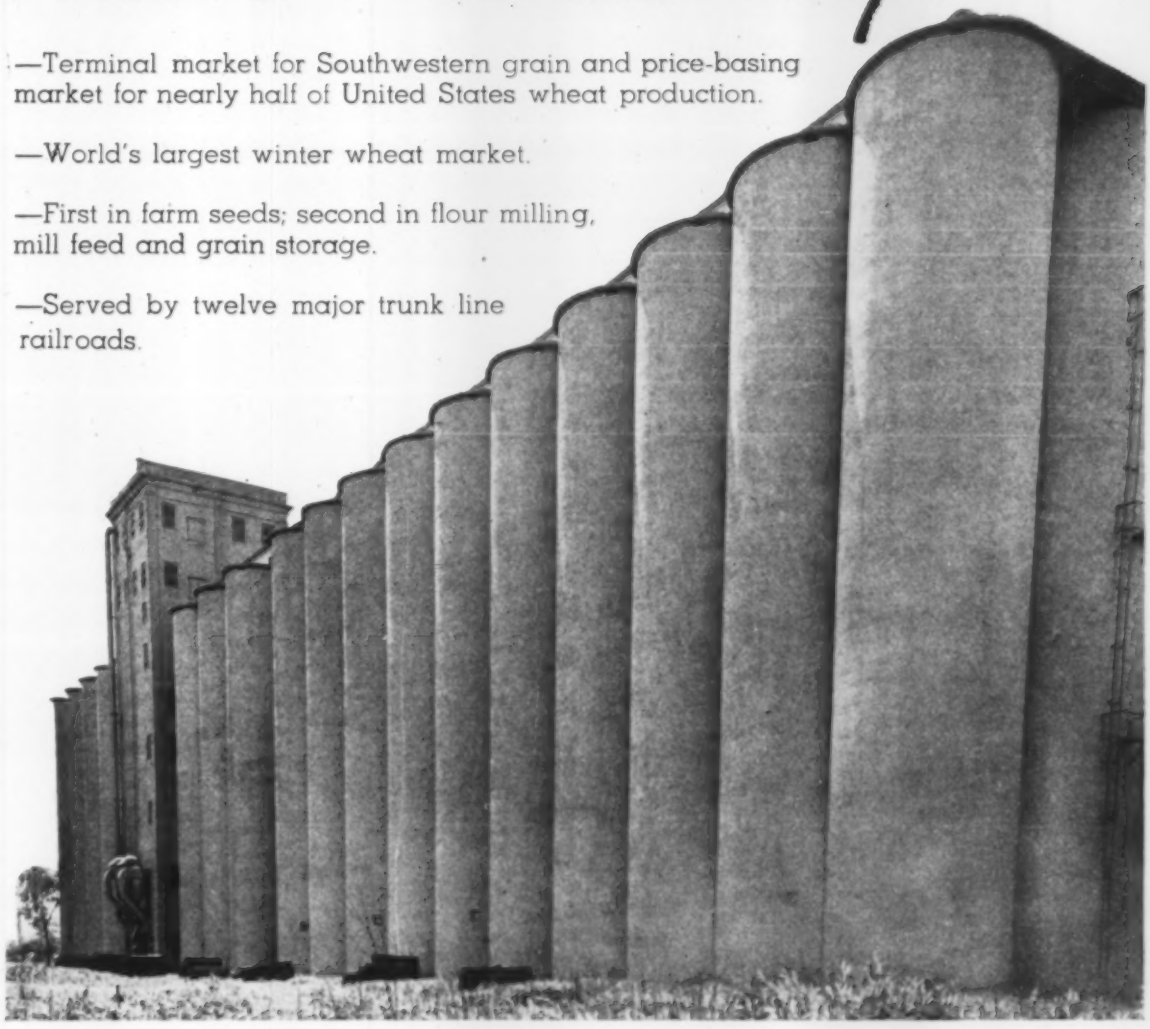
That's Kansas City!

—Terminal market for Southwestern grain and price-basing market for nearly half of United States wheat production.

—World's largest winter wheat market.

—First in farm seeds; second in flour milling, mill feed and grain storage.

—Served by twelve major trunk line railroads.



Radio·Responsive to

WDAF

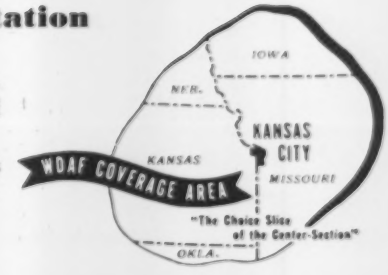
The Kansas City Star Station

610 Kilocycles

BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.



Represented Nationally by EDWARD PETRY & CO., Inc.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Necessity is the mother not only of invention, but also of *effort!* Wherever you find a radio station that is outstandingly active and effective, there you'll find a *management* that is constantly demanding and initiating an always faster pace in showmanship, programming, salesmanship.

"Management makes the station." Many an advertiser has told us that the stations F&P represents are outstandingly well-managed—more productive, as a group, than any other "list" in the nation. Which is no surprise to us. We planned it that way!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

CHICAGO: 180 N. Michigan Franklin 6373 NEW YORK: 444 Madison Ave. Plaza 5-0530 DETROIT: 645 Griswold St. Cadillac 1880 SAN FRANCISCO: 58 Sutter Sutter 4353 HOLLYWOOD: 6331 Hollywood Ho.lywood 2?.. ATLANTA: 322 Palmer Bldg Main 5667

BROADCASTING
TELECASTING

VOL. 30, No. 24 WASHINGTON, D. C., June 17, 1946 $5.00 A YEAR—15c A COPY

Petrillo Under Bond on Lea Act Charges

Quick Appeal Seen In Prosecution By U. S.

By BILL BAILEY

JAMES CAESAR PETRILLO is under $1,000 bond on federal charges of violating the Lea Act (Sec. 506, Federal Communications Act, as amended) as a result of his strike against WAAF Chicago [BROADCASTING, May 27].

Less than 24 hours after J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, filed criminal information against the AFM president and head of the Chicago Federation of Musicians, Mr. Petrillo, accompanied by two of his attorneys, Joseph A. Padway and David Katz, appeared before U. S. District Judge Walter La Buy in Chicago, asked to be given until July 15 to file briefs, posted $1,000 cash bond and left in an atmosphere of cordiality.

Mr. Woll filed the criminal information charging Mr. Petrillo with violating the Lea Act about noon (EST) Thursday. The music czar was ordered to appear June 21 to show cause why he should not be fined $1,000 and imprisoned for a year or both for alleged violation of a Federal statute.

Attorneys Confer

Shortly after the information was filed, Mr. Padway conferred with Mr. Woll, the arraignment was moved up a week and at 10 a.m. Friday Mr. Petrillo, smiling, entered the courtroom. A deputy U. S. marshal, unable to serve the summons on Mr. Petrillo in the courtroom, asked him to step outside.

"Sure, you're the law," grinned the man who has defied Congress. He accepted summons, still smiling, remarked, "Well, I'm in the hands of my attorneys now," and returned to hear the proceedings.

Mr. Woll explained he had asked for a summons for Mr. Petrillo, rather than swearing to a warrant. Although in criminal cases the defendant usually is arrested, fingerprinted and photographed with an identification number around his neck, the U. S. District Attorney said such procedure was unnecessary in Mr. Petrillo's case.

Mr. Padway told the court he planned to enter no plea but asked permission to have until July 15 to file motions. Mr. Woll interjected he understood AFM counsel planned to attack constitutionality of the Act and offered no objection. Mr. Padway asked an additional 20 days to file supporting briefs and the court set that date for Aug. 5.

Reply by Sept. 9

Judge La Buy set Sept. 9 as deadline for the Government reply brief and said he would fix oral argument on that date. Mr. Woll said he would ask that oral argument be set about 10 days after the Sept. 9 reply date.

Judge La Buy fixed bond at $1,000. Mr. Petrillo, his mouth spread in a wide grin, pulled out a wallet, counted out 10 new $100 bills, handed them to the court clerk, pocketed a receipt, exchanged pleasantries with court attaches and left with his attorneys.

Mr. Woll said that should the court sustain the AFM motion to dismiss, he would ask the attorney general to appeal directly to the Supreme Court on an issue of constitutionality.

Mr. Woll is the son of Matthew Woll, second vice president of the American Federation of Labor, parent organization with which the AFM is affiliated. Mr. Padway, general counsel for the AFM, also is general counsel for the AFL. Inquiries at the Dept. of Justice in Washington as to whether Mr. Woll would disqualify himself as prosecutor were dismissed with the reply that Mr. Woll worked under the attorney general. If he chooses, he could name an assistant to handle the case, said Justice officials.

It was pointed out, however, that as soon as the case is disposed of in the District Court, the solicitor general would represent the Government before the Supreme Court. Asked whether he planned to step down because of his father's AFL connection, Mr. Woll said that question had never occurred to him.

If it should be raised during the proceedings, he might consider appointing an assistant to act as prosecutor for the Government, he said, adding: "I don't feel I am disqualified because of my father's labor connections. After all if a man's father is a bricklayer, it doesn't make him a bricklayer. I am a Government employe interested only in enforcing the Government's law."

Attorney General Tom C. Clark announced in Washington Thursday that a criminal information had been filed against the AFM president "charging him with coercive practices affecting radio broadcasting." The charge, said Mr. Clark, was the "outcome of Petrillo's alleged violation of the Lea Act which became a Federal law April 16."

"The information filed by U. S. Attorney J. Albert Woll sets forth that the Drovers Journal Publishing Co. Inc., operating Radio Station WAAF Chicago, employed a sufficient number of persons to perform the actual work needed in the operation of the station," said Mr. Clark's statement. "Petrillo attempted to coerce and compel the employment of three additional musicians whose services were not necessary in the operation of the broadcasting station.

"The coercion was attempted by Petrillo ordering the stoppage of work by members of his union employed at the broadcasting station and directing the picketing of WAAF's place of business."

Decision Thursday

Decision to prosecute the AFM president was reached Thursday morning after Mr. Woll had received a report from the FBI, which had been asked by the attorney general to investigate the WAAF strike. Mr. Petrillo ordered the three AFM members employed by WAAF to strike after the station refused to employ three additional "musicians." The men on strike served as record librarians and platter-turners.

Government action followed less than a week Mr. Petrillo's unanimous reelection as AFM president at the closing session June 7 of the union's 49th annual convention in St. Petersburg, Fla. [BROADCASTING, June 10]. At the same time the 1,000 or more AFM members in convention unanimously adopted a resolution approving of and concurring in "each and every act of President James C. Petrillo"

(*Continued on page 82*)

Information Bill Against Petrillo

UNITED STATES OF AMERICA
versus
JAMES C. PETRILLO
Criminal Information

The United States District Attorney charges:

That at all times mentioned herein, the Drovers Journal Publishing Co. Inc., hereinafter referred to as the licensee, was an Illinois corporation and the owner and operator of the licensed radio broadcasting station known as Radio Station WAAF located at Chicago, Ill.

That for several years last past up to, on or about, May 28, 1946, in connection with the operation of its radio broadcasting facilities, the licensee employed certain persons who were sufficient and adequate in number to perform all of the actual services needed by said licensee in connection with the conduct of its broadcasting business.

That notwithstanding premises aforesaid one James C. Petrillo, president of the Chicago Federation of Musicians, on or about May 28, 1946, at Chicago, Ill., wilfully, by the use of force, intimidation, duress, and by the use of other means, did attempt to coerce, compel, and constrain said licensee to employ and agree to employ in connection with the conduct of its radio broadcasting business, three additional persons not needed by said licensee to perform actual services, in the following manner to wit: (1) by directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by the said licensee in connection with the conduct of its broadcasting business to discontinue their employment with the said licensee; (2) by direction in causing said three employes and other persons, members of the Chicago Federation of Musicians, not to accept employment by said licensee; and (3) by placing and causing to be placed a person as a picket in front of the place of business of said licensee.

(s) J. ALBERT WOLL
U. S. District Attorney

Free Radio Time Promotes Fat Drive

Large Sums Are Spent For Newspaper Space

BIG-HEARTED radio has been an "outstandingly wonderful" influence in the successful fat conservation campaign. Furthermore, its impact in the campaign has been felt by 89% of women, according to a survey conducted by the Fat Salvage Committee.

All this service has been donated by the broadcasting medium. Yet the committee is spending well over $100,000 a month on paid space in most of the main daily newspapers plus 3,000 county seat weeklies.

Radio's Appeal

Authority for statements on radio's power is Wilder Breckenridge, director of the fat committee and vice president of Kenyon & Eckhardt, New York agency.

Appeal of broadcasts to housewives is shown by the private survey made by the committee. The results, carried in a letter sent to those participating in the fat conservation campaign, are based on a survey of housewives' attitudes toward the drive. The survey was conducted in Northern Ohio in April. Mr. Breckenridge writes:

"We asked housewives if they had heard any fat salvage messages on the radio. Here were the answers:

Within 24 hours	44%
Within a week	70%
Ever	89%

"The above would be well nigh incredible if it weren't that such an outstandingly wonderful job is being done on the air by everyone concerned.

"Three out of five women (60%) were currently saving used fats, compared with only 46% in September 1945. Forty per cent of the women interviewed reported that they had added to the salvage can within 24 hours of the interview. This figure indicates the rate of salvage and is the highest we have found in any of the seven surveys made to date.

"Obviously, we have recaptured the real interest of women and have persuaded 60% of them to actually save used fats. And those that are on the team are doing a better job of salvaging than they ever did before. This is reflected in collections."

The Fat Salvage Committee is maintained by soap and rendering companies. Newspaper space is placed through Kenyon & Eckhardt. Last year the committee spent $1,477,800 for newspaper advertising and present placements are running at about the same rate.

The committee sends a cartoon and picture service to these newspapers. These are for free use. Last year, the committee estimates, newspapers donated $17,986,673 in space for the service.

In comparing estimates of donated facilities, the committee covers only a small portion of radio's free time—announcements in the sponsored programs of soap firms. It makes no estimate of the countless thousands of other announcements and programs in which the fat salvage theme is promoted. Thus it credits radio with only $1,411,800 of free time in 1945 though the actual total is many times the estimated press donation.

Actually the free time donated by radio includes large amounts of announcement and program material included in broadcasts by and on behalf of other U. S. agencies, in addition to the Advertising Council packets. Dept. of Agriculture extension agents all over the country have conducted their own fat salvage campaigns on stations to cite only one example. Civic and consumer groups have put on countless broadcasts. The Advertising Council packet alone receives time donations for fat salvage that run into the millions.

To Use 900 Spots

PAN - PACIFIC AUDITORIUM, Los Angeles, to promote Gene Autry Rodeo, in a 17-day campaign ending June 30 will use total of 900 spot announcements on 16 local area stations. List includes KMPC KFVD KIEV KLAC KFI KFAC KRKD KFWB KFOX KECA KXLA KGER KWKW KGFJ KNX KHJ. Agency is Smith, Bull & McCreery, Hollywood.

Carter Expands on ABC; Names Biow for Hush

CARTER PRODUCTS will expand its sponsorship on Sundays over ABC from a quarter hour to a half hour starting June 30 when Fiorello H. LaGuardia's contract for his current commentary series ends. Mr. LaGuardia's sponsorship by *Liberty* Magazine was terminated a fortnight ago. Through Small & Seiffer, New York, Carter will switch Jimmie Fidler from current 9:45 p.m. period to 9:30 p.m. and fill in the other quarter hour with a new program.

In addition, Carter Products has appointed the Biow Co., New York, to handle advertising for Hush deodorant. Spot campaign on two stations in Philadelphia and Baltimore and one station in Harrisburg, Pa., started early this month for 21 weeks.

Garrison Norton Named To George Baker Post

APPOINTMENT of Garrison Norton as director, Office of Transport & Communications Policy, State Dept., effective July 1 to succeed George P. Baker, who resigns June 30 [CLOSED CIRCUIT, June 10], was announced last week by W. L. Clayton, Assistant Secretary of State for Economic Affairs.

Mr. Norton, released from Navy last November as captain, was Naval Inspector General in the European Theatre, later attached to the Office of the Secretary of the Navy. He entered the Navy in 1940 and later became special assistant to the chief, Bureau of Aeronautics. He holds a CAA commercial pilot's license. Mr. Norton has represented this country on several international transportation and aviation conferences. Mr. Baker, who has held the State Dept. post since last Aug. 27, when he succeeded Charles P. Taft, leaves June 30 to accept the James J. Hill Professorship of Transportation in the Graduate School of Business Administration, Harvard U.

Walter A. Radius, who has been in the Office of Transport & Communications Policy, becomes deputy director, succeeding Mr. Norton.

Drawn for BROADCASTING by Sid Hix

"Er, Miss Epps, I was wondering. . . . Are you affiliated? . . . AFM, that is."

Hearing Ordered In Sale of WPAR

Control Over Dissemination Of News Issue in Case

POSSIBLE "concentration of control over broadcasting or over the dissemination of news and public information" which might result from the proposed sale of WPAR Parkersburg, W. Va. to News Publishing Co. of Wheeling will be investigated in a hearing called last week by the FCC. No date was announced.

It is similar to case involving transfer of WSRR Stamford (now WSTC) last fall [BROADCASTING, Oct. 15], the WPAR hearing is expected to center on the question of whether the only radio station in a town should be transferred from a non-newspaper owner to the owner of the only newspapers in the town. In the WSRR case, the $161,000 sale by Stephen R. Rintoul to Western Connecticut Broadcasting Co., which is controlled by Kingsley A. Gillespie, publisher of the *Stamford Advocate*, was approved [BROADCASTING, Dec. 24].

Two applications for new Parkersburg stations are pending, both seeking 1230 kc with 250 w full-time. Observers pointed out that the question of "control" in the WPAR case might become less pertinent, if one of these were granted. The applicants are Raymond Kandel and Parkersburg Broadcasting Co.

Plan Second Sale

Transferors of WPAR, 250 w on 1450 kc, are Capt. John A. Kennedy, USNR, and Mrs. Kennedy. Sales price is $307,500. Capt. Kennedy is president of West Virginia Network, which also owns WCHS Charleston, WBLK Clarksburg, and 48% of WSAZ Huntington. Capt. and Mrs. Kennedy have an application pending, however, for sale of WBLK to the proposed purchaser of WPAR, for $177,500. News Publishing Co. publishes the Parkersburg papers and several others in that section.

Issues in the hearing, besides the one regarding concentration of control, include questions regarding transferee's qualifications; proposed program service, "particularly the amount and character of commercial, sustaining, recorded and live talent programs and spot announcements" in the light of the Blue Book's recommendations; "full and complete information" regarding arrangements between the buyers and sellers, and policies and plans for staffing and operating the station if the transfer is approved.

Auto Race Promotion

LOS ANGELES COLISEUM, Los Angeles, to promote midget auto races, in a 10-day campaign ending June 20 is using total of 600 spot announcements on 16 local area stations. Agency is Smith, Bull & McCreery, Hollywood.

AM-FM Separation Not Expected Soon

Durr Idea Is Contrary To Commission's Policy

A DUOPOLY RULE requiring separation of overlapping AM-FM interests is not contemplated for the foreseeable future, a poll of FCC Commissioners indicated last week.

Comr. Clifford J. Durr feels the Commission should begin to consider adoption of a "cut-off date" when licensees of AM and FM stations serving the same general areas would be required to choose one and abandon the other. But his colleagues appear to have other views.

No Formal Presentation

A general discussion of the subject was reported to have occurred at the Commission meeting last week, with no other Commissioners inclined to side with Commissioner Durr's views. There was no formulation of his ideas into a "proposal," nor, it is understood, does he plan to make any formal presentation.

One Commissioner said: "No such proposal has come before the Commission. It doesn't appear to be in line with the Commission's announced policy following hearings on FM a year ago when it was indicated that frequencies would be allocated with the view to giving opportunity not only to newcomers but to AM licensees applying for FM. Also, our policy has been to permit duplication of programs on FM stations owned by standard broadcasters."

He added that if FM does develop to a point where AM facilities are no longer required, there would at that time be some re-allocation of the broadcast band for broadcast purposes. However, he declared, the whole proposition is "a long way off."

Durr 'Persuasive'

While the majority of Commissioners who answered the poll — two did not comment — did not appear inclined to side with Commissioner Durr's views now, observers pointed out that he is a persuasive advocate and that originally he was in the minority favoring the principles which subsequently were incorporated into the Blue Book.

Commissioner Durr has outlined his AM-FM views both publicly and privately in connection with applications in which AM licensees proposed to spend $10,000 or more for improvements in existing standard facilities which still would not equal an FM station's coverage. In such cases, he has voted for hearings on the applications.

As a broad indication of his colleagues' reaction, it was pointed out that in those cases he was the only Commissioner so voting.

It was understood that, if a definite future "cut-off date" were set, Commissioner Durr then would not oppose such investments for improving standard facilities. He is said to feel, however, that unless there is a "cut-off date," licensees investing heavily in AM will be reluctant to promote FM fully, preferring to get as great a return as possible on the AM investment, and that maximum service to listeners consequently will not be provided.

May Be Five Years

Although he has suggested that the "cut-off date" might be made effective three years hence, Commissioner Durr was reported to attach no particular significance to the three-year angle, feeling that a date even five years away would serve the purpose. Nor, in his view, would an AM-FM licensee be affected by such a duopoly rule if its AM coverage extended substantially beyond that of its FM station. Thus many regionals and probably all clear channel AM stations would be excluded.

In the clear-channel sessions last April, Commissioner Durr asked CBS President Frank Stanton if he didn't think FM development would be speeded by setting a deadline after which a licensee would not be permitted to operate both AM and FM in the same service area. Mr. Stanton said he thought it would, if the deadline were sufficiently far in the future [BROADCASTING, April 29].

In the same sessions, ABC President Mark Woods suggested that FCC look toward announcement of a date when the whole allocations structure may be revised to make greater allowance for FM, but added that such announcement should be withheld until there is clear evidence that FM has been accepted by the listeners, which he thought might be five or ten years hence.

Knollin Named

KNOLLIN ADV., San Francisco, has been appointed to handle the account of Fruit Products Division of the L. Demartini Co., San Francisco.

ATOMIC Cameraman LeRoy G. Phelps leaves Pennsylvania Station, New York, on the first leg of his trip to Bikini for "Operations Crossroads." Mr. Phelps will be the representative of six television broadcasters in the "pool" for pictures of the atomic bomb tests. His films are to be made available to all six companies.

Station Contracts in ABC Hearings

Stock Issue, Purchase Of King-Trendle On Agenda

By RUFUS CRATER

WHETHER the sale of ABC stock to affiliates would lead to an extension of their network affiliation contracts beyond the FCC-prescribed limit will be investigated July 9, when the Commission holds a hearing on ABC's proposed stock issue and its plans to buy King-Trendle Broadcasting Corp.

In examining the projected $14,000,000 stock sale and the $3,650,000 acquisition of King-Trendle (WXYZ Detroit and WOOD Grand Rapids), the Commission also will inquire into possible effects on the network's AM, FM, and television plans.

Whether ABC expects to make a profit in the resale of WOOD or in the stock sale is another point which will be given consideration. Edward J. Noble, ABC board chairman and principal stockholder, announced his intention of selling WOOD, 5-kw regional now affiliated with NBC, at the same time he announced plans to purchase King-Trendle [BROADCASTING, May 6].

Indication of Scope

The nature and scope of the hearing were indicated by the Commission last week in announcing that the two applications had been designated for study in a consolidated proceeding. The July 9 date comes exactly at the end of the 60-day waiting period prescribed by the Avco procedure to permit submission of competing applications for the purchase of King-Trendle. Designation of the cases for hearing was ordered June 6 and announced June 11.

The Commission said in its order that it was not satisfied that it is "in possession of full information" regarding the two proposals, and that it was not satisfied "that public interest would be served by a grant thereof."

Five Issues

Five issues were announced for consideration in connection with the stock sale, and four were specified in the proposed purchase of WOOD and WXYZ.

The issue regarding possible effect of selling stock to affiliates said inquiries would be made "to determine whether the sale of stock by American Broadcasting Co. Inc. to stations affiliated therewith would tend to, or result in, an extension of such affiliation contracts beyond the period of two years, contrary to the intent of the Commission's network regulations (see Rule 3.103)."

Rule 3.103 stipulates that "No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, that a contract, arrangement, or understanding for a period up to two years may be entered into within six months prior to the commencement of such period."

ABC President Mark Woods, testifying at the New York television hearings, reported that underwriters of the stock issue had been asked to reserve 100,000 shares (one-tenth of the 1,000,000 to be sold) for offer to ABC affiliates [BROADCASTING, June 10].

ABC spokesmen contended that the provision for sale of shares to affiliates is not unlike a condition prevailing within CBS. Industry sources questioned whether the principle involved in the ABC issue is not also similar to that in Mutual, although it was conceded that the two networks' organizational types are different.

Small Percentage

ABC representatives also pointed out that each of the 14 firms underwriting the stock issue had agreed to limit the initial offering to 10,000 shares to a person or a corporation. However, a purchaser might, if he wished, buy 10,000 from each of the underwriters. Further, it was pointed out, no limitation could apply after the stock has been listed on the Exchange.

With 1,000,000 shares being issued, bringing outstanding stock to approximately 2,000,000 shares, 10,000 shares would represent 0.5% interest in the network. At the contemplated selling price of around

(*Continued on page 96*)

Plan to Make Radio Week Permanent

RMA Seeks Support Of NAB For Project

NATIONAL Radio Week, first staged in 1945 by the NAB and Radio Manufacturers Assn., is slated to become a permanent institution. The RMA Advertising Committee voted last week to cooperate with NAB in asking Presidential participation in the project.

Meeting during the RMA annual convention in Chicago held June 11-13, the committee discussed the promotional value of the 1945 week, staged in November as a climax to the 25th anniversary of radio. Last year's event was conceded to be a stimulus to the sale of receiving sets besides serving to focus public attention on achievements of broadcasters as well as manufacturers.

Formal decision on NAB participation likely will await the August meeting of the board of directors. Bond Geddes, RMA executive vice president and general manager, had discussed the subject informally with A. D. Willard Jr., NAB executive vice president, prior to the convention last week. Mr. Willard expressed interest but explained that final NAB decision rested with the board.

Sees 13 Million Sets

RMA's three-day convention, held at the Stevens Hotel, was marked by election of a number of new directors to the board. Series of committee and section meetings was held, along with general sessions. The annual banquet was called off in the interest of food conservation.

Code of ethics governing advertising of the manufacturing industry will be drawn up by a subcommittee. Chairman is Sidney Mahan, Crosley Corp. vice president in charge of advertising.

Annual report of President R. C. Cosgrove indicated 1946 set production would reach the 1941 peak of 13,000,000. However, he predicted trouble unless the industry is freed from OPA price control.

Mr. Cosgrove said: "We can look forward to complete decontrol as the only way for the industry to make the contribution to the public which is expected after a war record in which we manufactured $10,700,000,000 in radio communication and electronic equipment."

At a luncheon meeting, Mr. Cosgrove hinted that the industry may be freed of OPA price control within 60 days. He declared the industry is uncontrollable and charged that the public has paid more, received poorer quality and obtained only a fraction of the number of sets that could have been obtained without the OPA.

Robert C. Sprague, president of Sprague Electric Co., said the Government has a 400,000-ton stockpile of copper, of which a fourth is of electrolytical type, but permits radio and other industries to suffer from a desperate shortage. Other short raw materials, he said, are special steels, tungsten, lead and lumber.

New directors elected to the board, whose membership was increased from 34 to 40, with a number of terms expiring this year, follow:

Set Division—H. C. Bonfig, Zenith Radio Corp., chairman; Frank M. Folsom, RCA-Victor; Paul V. Galvin, Galvin Mfg. Corp.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio; H. C. Mattes, Belmont Radio Corp.; E. A. Nicholas, Farnsworth Radio & Television Corp.; Ross D. Siragusa.

Tube Division

Tube Division — M. F. Balcom, Sylvania Electric Products Inc., chairman; Lloyd H. Coffin, Hytron Radio & Electronics Corp.

Transmitter Division—S. P. Taylor, Western Electric Co., chairman; for three-year terms, Walter Evans, Westinghouse Electric Corp.; Lloyd Hammarlund, Hammarlund Mfg. Co.; for two-year terms, F. R. Lack, Western Electric Co.; William Barkley, Collins Radio Co.; C. M. Srebroff, Radio Engineering Labs.

Parts Division — J. J. Kahn, Standard Transformer Corp., chairman; for three-year terms, A. Blumenkrantz; George R. Haase, Operadio Mfg. Co.; J. Hall Stackpole, Stackpole Carbon Co.; Thomas A White, Jensen Radio Mfg. Co.; for two-year term, A. D. Plamondon Jr., Indiana Steel Products Co.

Amplifier & Sound Equipment Division—Howard Bennet, General Electric Co., chairman; Fred D. Wilson, Operadio Mfg. Co., vice-chairman; Allen Shoup, Sound Inc.,

UAW Charges Refuted

Charges by UAW (CIO) International Board that radio manufacturers are deliberately withholding FM-AM sets from the market [BROADCASTING, June 10], were labeled as "perfectly stupid" by President Cosgrove. He challenged the UAW statement that FM sets now being made will be obsolete next year, by pointing out that due to restrictions on materials, particularly wood, few FM sets are being released.

Mr. Cosgrove said radio production is expected to reach 13,000,000 sets by 1946, peak figure attained in 1941. He cited production figures for the present year. To date 4,500,000 sets have been produced. In January production was 550,000, February 750,000 with March, April and May output reaching 1,000,000 for each month.

He held little hope for early volume production of "class" sets incorporating both AM-FM and phonograph combinations. Biggest obstacle, he explained, was the shortages of wood for cabinets. "Making cabinets has become almost impossible, and we do not think plastics are feasible for larger, more expensive models," he said.

The industry's other shortages are copper wiring, condensers, and tube bases (short because of the long strike at Westinghouse Electric Corp., leading producer). The next 60 days will find the tube bottleneck extremely tight, he declared.

"Oh yes, then there's the OPA," Mr. Cosgrove interjected.

Opening day sessions included meetings of the association's Advertising Committee, By-Laws and Organization Committee, Engineering Dept. Receiver Section, Executive, Export Committee and the Engineering Committee on Interruptors and Rectifiers.

Coincidence

TOUCH of humor was added to announcement by WCPO Cincinnati of end of local beer strike. Interrupting Mutual music with murder program, *A Voice in the Night*, WCPO's Ed Kennedy reported the end of the strike and switched back to network show just as Carl Brisson was saying, in a prominent Swedish accent, "Thank you very much," typifying feeling of Cincinnatians who enjoy their cool tall ones.

Form New Firm

H. D. GAINES, former executive assistant to Leonard Cramer, vice president of Du Mont television, New York, and Fred Hall, formerly with the OWI, New York, have formed a new firm, Jingle-Airs, located at 327 E. 47th St., New York. Company will specialize in the production of singing commercials.

FCC Approves 13 AM Station Grants

New Washington Outlet In Authorizations Last Week

THIRTEEN GRANTS for new standard stations were approved by FCC last Thursday.

The authorizations gave new 250-w fulltime locals to Bakersfield, Calif.; Douglas Ariz.; Eureka, Calif.; Elberton, Ga., and Marshall, Minn.; 1-kw daytime stations to Tulsa, Okla.; Arlington, Va.; Musekegon, Mich.; and Dunn, N. C.; a 5-kw daytime station to Worthington, Ohio; a 500-w daytime outlet to Washington, D. C.; a 250-w daytime station at Muscatine, Iowa, and 100-w fulltime outlet at Bloomington, Ind.

D. C. Principals

Metropolitan Broadcasting Corp., owned by some 75 stockholders and planning a policy of "limited commercialism," received the Washington grant (see story, page 85). Metropolitan also has a proposed grant for a Washington FM station.

Frank U. Fletcher, Washington radio attorney owns half interest in the Arlington grantee firm. Remaining interest is held by R. Kilbure Castell, a caterer. They plan to apply for an FM affiliate, and are making arrangements looking toward occupancy of the top floor of a projected war memorial building in Arlington.

Ohio Farm Bureau Corp. owns all voting stock of the grantee firm at Worthington, Peoples Broadcasting Corp.

CONGRATULATIONS to Benedict P. Cottone (r), new general counsel for the FCC are extended by Acting Chairman Charles R. Denny Jr. (Other picture of promoted FCC personnel on page 20).

Grants for new stations:

Worthington, Ohio.—Peoples Broadcasting Corp., controlled by Ohio Farm Bureau Corp. 880 kc 5 kw daytime only. Granted June 13.

Bakersfield, Calif.—Bakersfield Broadcasting Co. 1490 kc 250 w fulltime. Principals: George B. Crome and R. F. Harlow, associated in hardware businesses, equal owners. Mr. Crome is president; Mr. Harlow, secretary-treasurer; Gertrude White Crome, vice president. Granted June 13.

Douglas, Ariz.—Carleton W. Morris, president of Copper Electric Co. Inc., Lowell, Ariz. 1450 kc 250 w fulltime. Granted June 13.

Elberton, Ga.—Elberton Broadcasting Co. 1400 kc 250 w fulltime. Equal owners: Harry G. Thornton, president of Elberton First National Bank, owner of Elberton Wholesale Grocers, president; John L. Barnes, office manager and news director of WGAC Augusta, executive vice president; G. T. Christian, owner of semi-weekly Elberton Star, secretary-treasurer. Granted June 13.

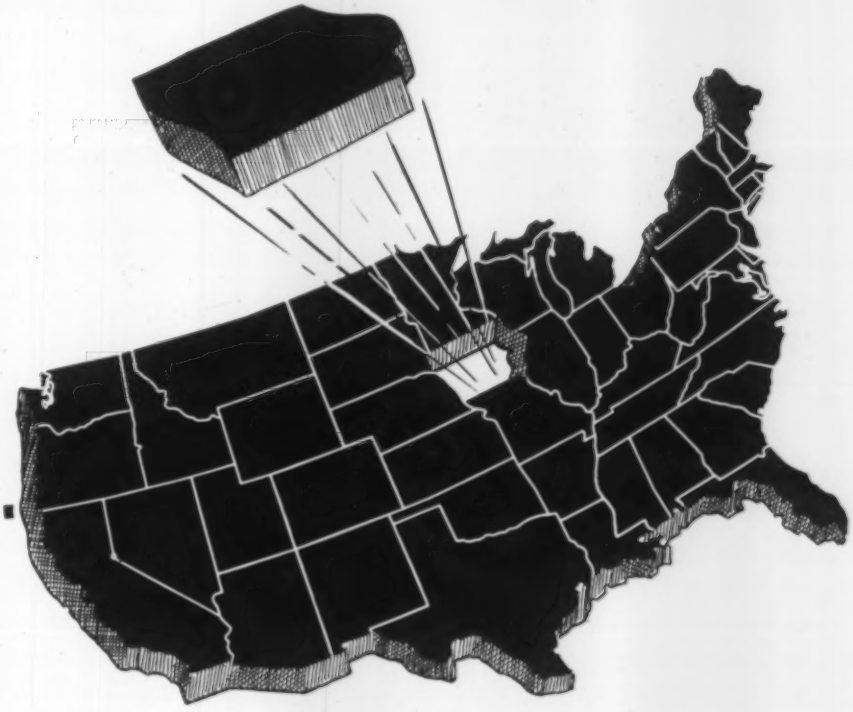
Marshall, Minn.—Henry Willard Linder, president and principal stockholder of KWLM Willmar, Minn. 1400 kc 250 w fulltime. Granted June 13.

Tulsa, Okla.—Fred Jones Broadcasting Co. 1050 kc 1 kw daytime only. Partners: Fred Jones, interested in automobile, banking and other businesses, and Mary Eddy Jones (wife). Granted June 13.

Eureka, Calif.—Carroll R. Hausser, former chief engineer and general manager of KMTR Los Angeles and KIEV

(Continued on page 85)

IOWA IS FIRST
IN GRAIN CROP PRODUCTION—
BECAUSE IOWA CONTAINS 25% OF ALL GRADE "A" FARM LAND IN AMERICA



Iowa farmers are *good* farmers—yet Iowa's fabulous top-soil is the main reason why this State produces more than *one-tenth* of all the Nation's grain crops.

Iowa's top-soil, however, is far from a self-perpetuating, indestructible asset. It can be carried away by erosion, just as half of all land in the U. S. has *already* been damaged in various degrees up to total ruin.

To help Iowans preserve their priceless top-soil, WHO has made Soil Conservation its No. 1 Agricultural Project by our Farm News Department. Every day of the year, some one or more WHO farm progams point up and dramatize the need for Soil Conservation—describe its advantages and pass on vital information and advice from agricultural experts.

The result is a high degree of listener-loyalty, from all over "Iowa Plus", including the 1,930 prosperous cities and towns in WHO's primary daytime area. When you advertise on WHO you automatically share in the benefits accruing from the excellent Public Service of this good clear-channel station, ideally located near the center of America's first agricultural State.

WHO

***for* Iowa PLUS**

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* J. O. Maland, *Mgr.*

FREE & PETERS, Inc., *National Representatives*

Further Aid Seen In New OPA Move

Mail Order Houses, Resellers, Manufacturers Affected

IN LINE with recent moves taken by OPA to ease the burden of the radio set industry (see pages 32, 78) more orders are in the making by that agency gradually to lift restrictions.

Expected by mid-week is authority to be granted mail order houses to use a new method for determining retail ceiling prices for sales of special brand radios. Mail order houses have been required, in most cases, to calculate ceilings on the basis of manufacturers' ceiling prices. Now the retail ceiling price established at the time the set is delivered to the mail order house by the manufacturer shall be the retail price to the consumer.

Eliminates Trouble

Thus the confusion caused by changing ceilings as mail order catalogs went to press has been virtually eliminated. This factor was one of the main bottlenecks in mail order radios, and was felt greatly in the Chicago area, where a number of mail order houses are located.

In another relaxation of rules, OPA has in the works a new method for pricing sets introduced by new manufacturers. Previously prices were determined by comparison with models sold in October 1941 or March 1942. Under new set-up, ceiling prices of models now being produced are to be taken for comparison, it is understood. Only when new models are about to be introduced unlike any now in production may the manufacturer use a base period model for calculating an in-line price.

Third proposed change in OPA procedure concerns resellers of radio parts. It is reported resellers may increase their maximum prices the same percentage as their net invoiced costs are raised by individual price advances granted their manufacturer. The action will replace the resellers' former dollar and cent pass-on in sales of radio parts. With a percentage pass-on, manufacturers' legal price increases. While proposed change will cause some increase in resellers' prices for parts, increase will be negligible.

To Use Radio

SHAKE SHARP RAZOR CO... Long Island City, a new firm which makes self-sharpening razors, in several weeks is to start a national advertising campaign which includes radio.

EVELYN LIFSCHULTZ, formerly with OWI in this country and abroad, has been appointed CBS Western Division personnel director. She succeeds Louise Belden, resigned.

ALLEN MAXWELL Jr., released from the Army after three years, has resumed as editorial assistant of CBS Western Division news bureau. He replaces PAT WARFIELD who shifted to news and special events department of KLAC Hollywood.

CBS White Collar Employes Fail to Affiliate With Union

DESPITE 670 votes cast Friday in the NLRB-ordered collective-bargaining election at CBS New York, outcome was still unsettled, with possible decision hinging on 23 challenged votes. (See earlier story, page 22.)

Of 796 employes eligible to vote, 670 cast ballots. Results were announced as follows:

For affiliation with the United Office & Professional Workers of America (CIO)—327.

For affiliation with the International Brotherhood of Electrical Workers (AFL)—103.

For affiliation with the International Alliance of Theatrical & Stage Employes (AFL)—9.

Against affiliation with any union—208.

Of the 23 votes challenged, 9 were cast by television personnel. The NLRB ordered 13 other ballots, cast by television directors and assistant directors, impounded.

The NLRB will canvass the challenged votes and should sufficient number be deemed valid, the question could be settled. The UOPWA lacked 9 votes of having the necessary majority.

In event the challenged votes are not held valid or do not provide sufficient to give the CIO union a majority, the NLRB will order a run-off election with the UOPWA, IBEW and non-affiliation group still in the running.

WTNB Birmingham Will Go on Air This Summer

BIRMINGHAM'S newest station, to become an MBS outlet, has been assigned the call WTNB and expects to begin operation in latter August or early September on 1490 kc with 250 watts.

Mrs. Evelyn Hicks, for 16 years with WSGN Birmingham, has been named vice president and general manager of WTNB, which is licensed to T. N. Beach, Alabama real estate operator. Mrs. Hicks, active in Alabama Democratic politics, said studios will be located in the Tutwiler Hotel.

Station is earmarked for MBS affiliation.

MBS Adds 3 Stations Bringing Total to 318

AFFILIATION of three more stations to the Mutual Network, bringing the total affiliates to 318, was announced last week.

The new affiliates are WMON Montgomery, W. Va., 250 w at 1340 kc, full-time effective July 1, KAMD Camden, Ark., 250 w at 1450 kc full-time effective June 15; WDSC Dillon, S. C., 1,000 w on 800 kc, daytime, effective June 25.

KDYL Winners

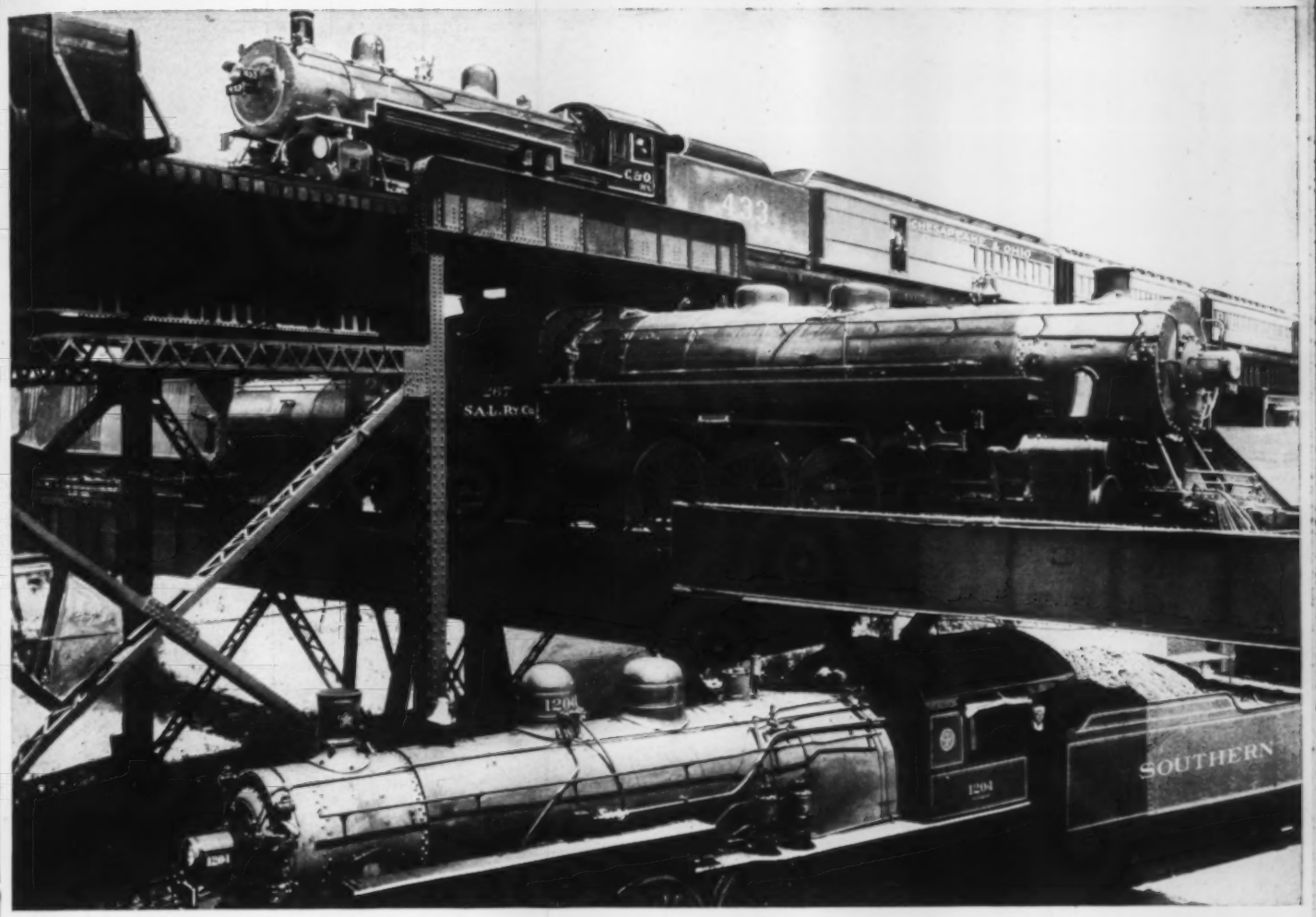
DAN RAINGER, a member of the writing staff, and Forrest Hobbs, control engineer, were the first two winners in KDYL's new suggestion box. The Salt Lake City station gives cash awards each week for the best recommendations on how to improve station service and efficiency. S. S. Fox, president and general manager, has designated a committee of station employes to handle the judging.

Ask New York Hearing On Jersey Application

AMERICAN Civil Liberties Union issued a four-page statement to the FCC last Friday asking that further hearings on the New Jersey Radio Inc. application for a station in Newark on the same wave length as WBYN New York be held in New York so that the affected parties (mainly the foreign language groups) could present their side of the case.

The statement also asked the Commission to "consider whether the public interest would be served where the transfer of the station resulting in an abrogation of the station's foreign language program policy deprives many thousands of residents and citizens of an opportunity for education and amusement. Pursuit of happiness, and relaxation should not necessarily be relegated to those speaking the English tongue."

GIVEN PROMOTIONS in reorganization of FCC which took effect last Monday were this group of attorneys, engineers, accountants and personnel officers. Sitting (l to r): David P. Adams, chief rate counsel; Harold J. Cohen, assistant general counsel, common carrier division; Benedict P. Cottone, general counsel; Jeremiah Courtney, assistant general counsel, safety and special services division; Pansy Wiltshire, chief of employment and placement section; Ralph J. Renton, U. S. Member of North American Regional Broadcast Engineering Committee. Standing (l to r): C. W. Loeber, assistant chief, international division; Dallas W. Smythe, assistant chief accountant in charge of economics and statistical branch; John A. Russ, chief of international division; Marion H. Woodward, assistant chief engineer in charge of common carrier branch; Robert E. Stromberg, assistant chief accountant; Raymond Asserson, assistant chief, technical information division; LeRoy Schaaff, chief of broadcast division, accounting dept.; Gilbert Hatfield, director of personnel. Absent from picture were William N. Krebs, assistant chief engineer in charge of common carrier branch; Edward W. Allen Jr., chief of technical information division.



Only in Richmond!

Up there you see the only point in the world where three trunk-line trains may cross each other at the same time and over separate tracks! On top the C. & O. is leaving Richmond. In the middle S.A.L. is leaving Union Station for the South. On the ground the Southern is coming into Richmond.

The railroads in Richmond are another indication of this town's diversified industry. The railroad payroll in this city that's "top of the South" is 20 million dollars annually.

If you have something to sell in the continuous prosperity market . . . WLEE is the way to do it in radio!

WLEE success story

On April 21, a local jeweler ran a newspaper ad on Ronson lighters. In the following *ten* selling days, he sold 44% of his stock of Ronsons. On May 2, this jeweler used his nighttime show on WLEE to advertise Ronson lighters. In the following three selling days, based on that *one* plug on WLEE, the balance of the stock was sold out.

W-L-E-E

Mutual . . . in Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Fulton Lewis, jr.

sells more power TO IOWA

Writes the Iowa Electric Light and Power Company to Mr. H. R. Hurd of KFJB, Marshalltown, Iowa: "It is with a great deal of pleasure that we here at the Marshalltown branch . . . send you a testimonial on the Fulton Lewis, Jr., show, which we are sponsoring around the year . . . regular listening audience would appear to be large and stable. As a service organization with a tremendous day-in and day-out traffic through our offices, we are in an enviable position to constantly check on the total overall listening and general acceptability of the program."

Sponsors and stations alike are unanimous in acclaiming Fulton Lewis, Jr., the Number One Co-operative Program on the air because he SELLS—

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CATEGORY DEFINED FOR CBS ELECTIONS

WITH television directors and assistant directors and a group of "miscellaneous studio employes" of the television department brought into the balloting by an NLRB supplemental decision, some 1,000 white-collar employes of CBS in New York were eligible to vote Friday on union representation.

The city-wide unit defined late last month by NLRB [BROADCASTING, June 3] included research analysts, study directors, editorial researchers, librarians, press information representatives, commericial artists, photographers, program assistants, accounting department employes, supervisors, secretaries, and clerical help. Three unions were named on the ballot: United Office and Professional Workers of America (CIO), International Alliance of Theatrical Stage Emloyes (AFL), and International Brotherhood of Electrical Workers (AFL).

The supplemental decision found that directors and assistant directors in CBS television department should be a separate unit and vote for Radio Directors Guild (AFL), IATSE, or neither. It did not decide whether the "miscellaneous group" should be a separate unit or included in the city-wide unit of white collar workers, but provided that they should vote for IATSE, UOPWA, IBEW, or for none of them. This group includes assistant casting director, floor manager, film cutter, visualizer, animator (photo-librarian), and supervisor of operations.

Data Correction

IN AN ARTICLE on increase in radio homes, appearing in the May 20 BROADCASTING, several typographical errors appeared in a paragraph describing the decline in median size of households since 1940. The paragraph should read:

"The Bureau found that the median size of households declined from 3.3 persons in 1940 to 3.1 persons in 1945. Size of families follows: 1 person, 3,481,000 (9.3%) in 1945, 2,677,000 (7.7%) in 1940; 2 persons, 10,529,000 (28%) in 1945, 8,630,000 (24.8%) in 1940; 3 persons, 8,597,000 (22.9%) in 1945, 7,796,000 (22.4%) in 1940; 4 persons, 6,817,000 (18.1%) in 1945, 6,325,000 (18.1%) in 1940; 5 persons, 3,968,000 (10.6%) in 1945, 4,013,000 (11.5%) in 1940; 6 persons, 2,044,000 (5.4%) in 1945, 2,360,000 (6.8%) in 1940; 7 persons, 1,018,000 (2.7%) in 1945, 1,341,000 (3.8%) in 1940; 8 or more, 1,146,000 (3%) in 1945, 1,713,000 (4.9%) in 1940."

HIGHLIGHTS of automotive industry Golden Jubilee celebration program over WXYZ Detroit have been wire recorded and placed in a hermatically sealed vault for preservation. Recording spool, which contains 12,000 feet of stainless steel magnetized wire on which is recorded the full half-hour show, will be replayed at 100th anniversary of industry. Guests on program included Gen. William S. Knudsen, Henry Ford II, Sen. Homer Ferguson, Walter Reuther.

MAKING the most out of what he considers a doubtful situation, Myron J. Bennett (M.J.B.), morning man of KRNT Des Moines, gets acquainted with "Duchess," who'll be his vacation-time ward. His "Vacation Free from M.J.B." contest backfired when the winners, Mr. and Mrs. John Kelly of Altoona, Iowa, declared he'd have to take care of their farm while they vacationed in Canada. He's spending weekends practicing, will move his wife, his dog, his KRNT broadcast and himself to the Kelly farm July 1.

A. L. Budlong Returns To Radio Relay League

LIEUT. COMMDR. A. L. BUDLONG, chief, frequency section, Coast Guard communications, since 1943, last week was detached from active service and returned to the American Radio Relay League, Hartford, as senior assistant secretary.

Commander Budlong was called to active duty in September 1942 and became chief of its Frequency Section in January 1943. He served under Commodore E. M. Webster, formerly assistant chief engineer of the FCC, particularly in connection with frequency allocations covering all services. He was chairman of the Technical Subcommittee of the Interdepartment Radio Advisory Committee during the past two years. He attended the Rio de Janeiro, Bermuda, and London radio communications conferheld in 1945 and 1946.

Get a Horse!

BIG OPERATORS represented WJR Detroit in the Automotive Industry Golden Jubilee parade. The station paraded three elephants along the route. An animated microphone, "Free Speech Mike" led the WJR entry. Elephants were bedecked with trappings advertising WJR and its services.

FISH, FURNITURE, AND A SPARTAN PHILOSOPHER

Charlie Hammond is on the air over WSPA every Monday, Wednesday and Friday at 12:20 p.m., sponsored by Hammond-Brown-Jennings Company, Spartanburg's leading furniture store. (He's been *selling* on WSPA for the past 15 years!).

Mostly he talks about fish.

For Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips. At any rate, the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

We've got other *selling* Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them ...and for you. But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

KLZ *Denver*

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

FCC May Attempt to Stop 'Pot O' Gold'

Give-Away Withdrawn In 1941 Resumes This Fall

LIKELIHOOD that the FCC will take steps to prevent the revival of the *Pot O' Gold* program, scheduled sometime this fall by the Lewis Howe Co. ("Tums") was seen in the proposed decision on Washington FM applications [BROADCASTING, June 10]. In denying a license to Capital Broadcasting Co. (WWDC), the Commission gave as its principal reason the intention of the applicant to duplicate on its proposed FM station a give-away program.

Explaining its failure to grant WWDC an FM station, the Commission said: " In the case of the Capital Broadcasting Co., the existing licensee . . . of WWDC in Washington, D. C., it appears that one of the programs which is now carried daily over that station and which, in view of the applicant's intention to duplicate programs, may be carried on its proposed FM stations, is a prize give-away program, the legality of which is questionable under Section 316 of the Communications Act of 1934.

Raises Question

"In addition," the Commission concluded, "a question is raised as to whether the observance of the WWDC general program policies by the proposed FM station would render the operation of such proposed station in the public interest, particularly in the light of the number of commercial spot announcements carried, the percentage of time devoted to transcriptions and recordings, and the amount of time devoted daily to a program which appears to give considerable emphasis to horse-racing information which, admittedly, has a particular appeal to the betting element."

Procedure Not Disclosed

How the Commission would proceed to prevent the revival of the *Pot O' Gold* program, which it regards as "bad radio" in that the chance element which brings a telephone call and prize induces other than a merit factor to compel listening, was not specifically disclosed. It was indicated, however, that the Commission would not again wait on the tedious procedure of reporting alleged violations of Section 316 of the Communications Act to the Dept. of Justice, as it did in 1940 when *Pot O' Gold* enjoyed a high rating.

It was hinted that this time the Commission would approach the problem directly through the licensee, perhaps calling up for renewal the license of any station carrying the program. Or it may, as in the case of the Washington FM proposed decision, hold up the grant of an FM license of any standard station proposing to duplicate a telephone give-away on its FM outlet.

Pot o' Gold was originally sponsored by Lewis Howe Co., St. Louis, from September 1939 to October 1941, with Horace Heidt's orchestra as feature of the program. The plan for the revival calls for musical numbers by Dick Stabile's orchestra, interspersed with three spins of a wheel—one to select the telephone directory, two to locate the page, and three the number to be called and presented with the prize.

Time of the program and network has not yet been determined. Roche, Williams & Cleary Inc., New York, is the agency.

Dunton Foresees Changes in CBC Rules In Parliamentary Committee Session

CHANGES in CBC regulations were forecast by A. Davidson Dunton, CBC chairman of the board of governors, in his first appearance before the Parliamentary Committee on Radio Broadcasting at Ottawa on June 4, first day's session of the committee. He also stated in a lengthy report that the CBC would not allow political interference from any party, while the present board was in power.

With reference to CBC proposed seizure of frequencies of CFRB Toronto, CFCN Calgary, and CKY Winnipeg, Dr. J. J. McCann, cabinet minister responsible for the CBC, recalled the Parliamentary Committee recommendation in 1932 for "the public ownership of all high-powered stations under a national system of broadcasting with low power stations individually operated or co-ordinated in relation to the dominant system."

Reviews Finances

Reviewing finances and programs Mr. Dunton pointed out that two-thirds of CBC income is from licensed receiving sets (Canadians pay $2.50 a year per household for receivers) and one-third from commercial operations. Of 55,000 network programs carried by CBC 80% were sustaining and 20% commercial, and of the sustaining programs, most were produced by the CBC. Of the commercial programs 61% originated in Canada, the balance in the United States.

In conjunction with sustaining programs on basic network, made up of CBC-owned and privately-owned stations, he pointed out that "private stations are often not anxious to take CBC sustaining programs outside reserved time, because they do not get any direct monetary return and can probably sell the time themselves to an advertiser. There are large and important areas of Canada that are not covered by CBC stations where we are obliged to rely upon the facilities of private stations to carry CBC programs to listeners.

Regarding program wants of listeners Mr. Dunton stated that the CBC "would also like to have better facilities for gathering information about the radio wants of listeners. The whole effort of the CBC is directed to meeting the needs of the public."

JACK BENNY LEADS COAST HOOPER LIST

PACIFIC NETWORK Hooperatings just released show Jack Benny in first place among the top 15 evening programs on the Pacific coast. Red Skelton is second and Walter Winchell third.

The report gives an average evening audience rating of 7.6, a decrease of 0.7 from the last listing and a decrease of 1.0 from the same period last year. Average evening sets-in-use are rated 29.7, 1.9 less than the last report and 3.4 less than a year ago.

Average evening available audience is rated 76.2, down 1.6 from the last report and down 0.5 from 1945. The average daytime audience rose by 0.2 to a rating of 3.7 over the last report, but was 0.2 less than last year. Average daytime sets-in-use is rated 15.0, an increase of 0.4 over the last report, but down 0.7 from a year ago.

Top 15 evening shows:

Jack Benny[1]	32.1
Red Skelton	21.7
Walter Winchell-MA[2]	21.0
Bob Hope	20.7
Fibber McGee and Molly	18.7
Great Gildersleeve	18.5
Mr. District Attorney	18.3
Fred Allen	18.0
Truth or Consequences	16.1
Aldrich Family	15.3
Adventures of the Thin Man	15.1
Screen Guild Players	14.4
Charlie McCarthy Show	14.0
The Whistler	13.8
New Adventure of Sherlock Holmes	13.8

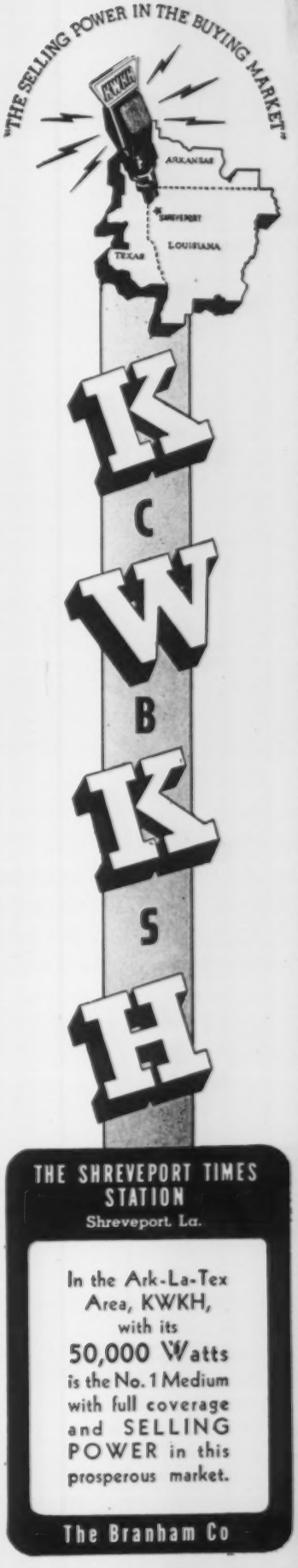
[1]Includes first and second broadcast (NBC)
[2]Includes first and second broadcasts (ABC and Don Lee)
MA-Moving Average

KVI to Don Lee

KVI Tacoma, Wash., will become an affiliate of Don Lee Broadcasting System effective August 1, according to an announcement by Lewis Allen Weiss, vice president and general manager. At that time, KMO Tacoma, and KOL Seattle will discontinue their affiliations. Owned by Puget Sound Broadcasting Corp., KVI operates on 570 kc with 5000 w. Vernice Irwin is chief owner and general manager with Earl T. Erwin, commercial manager.

CAB Organizes

SMALL MARKETS Division of the Canadian Association of Broadcasters is being formed, following presentations by Bob Mason, WMRN Marion, Ohio, who heads Small Markets Division of NAB. Presentations were made at Quebec CAB Convention and at the sales meeting of station represented by H. N. Stovin & Co. at Toronto this past week.



Going Places

with KDYL

Even on picnics, day or night, Utahns don't want to miss their favorite NBC and local programs . . . so of course it's KDYL they tune to most.

That's why advertisers, too, go places with this popular station.

John Blair & Co.
National Representative

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

Arctic Appeal

WHETHER it's the power of radio or the lure of the frozen North hasn't been decided by the Cincinnati weather man. At any rate he knows that radio really reaches the public ever since Tom McCarthy, news editor of WKRC Cincinnati, carried an item that the bureau planned to set up weather stations in the Arctic. Within a few hours five applicants had called on the weather man, one had wired and one had phoned long-distance. Another 17 came in the mail the next morning.

KRES GOES ON AIR IN ST. JOSEPH MO.

KRES St. Joseph, Mo. went on the air June 7, with 250 w on 1230 kc, 6 a.m.-midnight. Paul Roscoe is general manager, Dward Moore program manager, Jack Fitzgerald commercial manager, and Charles Wiesemann chief engineer.

Hank Henry heads the continuity department. Mrs. Dorothy Kilgore is office manager, with Dorothy Phillips in charge of women's programs. Abe Dyer is assistant to Mr. Fitzgerald.

Announcers are: Fred Quick Jr., Gene McDaniel, Joe Kilgore. Engineers include: Roy Irminger, Ralph Doggett, Harry Teagarden. Joan Archer is receptionist. Station sunscribes to AP news service.

NBC Announces Five Night Shows Renewed

RENEWAL of five night-time programs, all for 52 weeks, has been announced by NBC. Procter & Gamble Co., Cincinnati, has renewed the following three NBC shows: *Life of Riley* for Teel, effective July 6 through the Biow Agency, New York, *Truth or Consequences* for Duz, effective July 6 through Compton Advertising, New York; *Drene Show* for Drene shampoo, effective July 4 through Kastor, Farrell, Chesley and Clifford, Inc., New York.

General Foods Corp., New York, effective July 4 through Benton & Bowles renewed the *Maxwell House Coffee Time* and Bristol-Myers, New York (Ipana, Vitalis and Ingram) effective Sept. 13, renewed *Duffy's Tavern* through Young & Rubicam, New York.

IER Date Set

SEVENTEENTH Annual Institute for Education by Radio is tentatively set for Friday-Monday, May 2-5, 1947, according to Dr. I. Keith Tyler, director. Dr. Tyler has sent a letter to members of the Institute, outlining the meetings held this summer, [BROADCASTING, May 13] and requesting suggestions for next year's Institute. He adds that the official registration for 1946 will be sent members only on request.

NAVY HONOR GOES TO WILMOTTE FIRM

WILMOTTE Mfg. Co., Washington, received the Naval Ordnance Development Award June 6 "for outstanding performance in connection with the research and development of Fire Control Radar Mark 29," and for other electronics contributions. The radar was synchronized with gun sights of anti-aircraft guns, and used in the latter days of the war, especially in the Pacific with remarkable results.

The Wilmotte Co., with plants in Washington and New York, worked with the Navy, Army and the Applied Physics Labs of Johns Hopkins U. in developing the VT proximity fuse, guided missiles, and other electronics devices, in addition to Mark 29. Although now working on the development of industrial electronics, the Wilmotte Co. is still under Navy contract, and no wartime contracts have been cancelled, according to Raymond M. Wilmotte, head of the firm, and consulting engineer.

The firm moved last week from 1630 L St., N. W. to larger quarters at 1707 Kalorama Rd., N. W.

Transmitter Building For WKNB Is Started

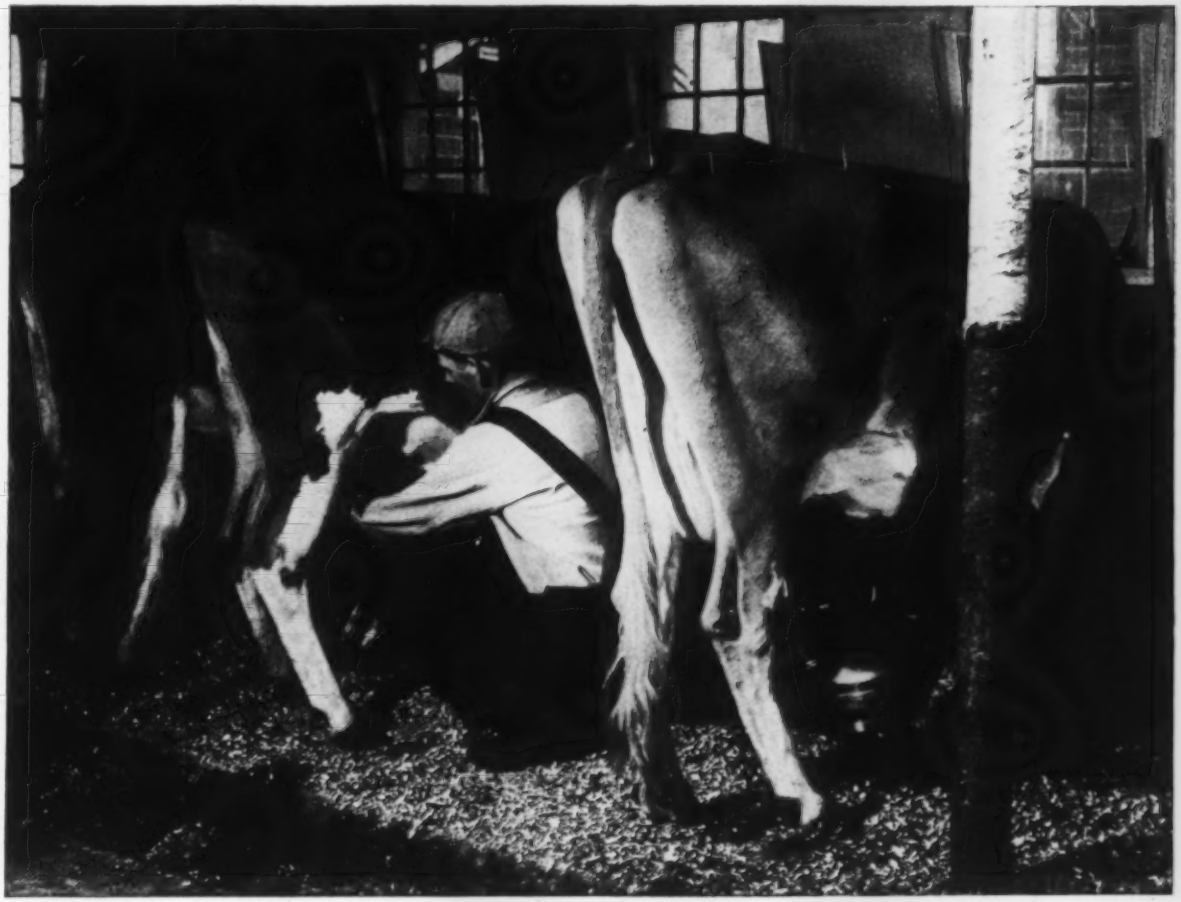
CONSTRUCTION of the transmitter building of WKNB, new station at New Britain, Conn., has been started and designing of the main studios has been completed, station officials said last week.

The transmitter building, at Newington, Conn., is designed along the lines of a Georgian cottage and will house equipment, a studio, transmitter room, and living quarters for personnel on duty. The main studios will be at 213 Main Street, New Britain.

WKNB, slated to go on the air in August, plans to use Raytheon transmitter and console, Presto turntables and recording equipment, and Lingo tower. Chief Engineer Maxmillian A. Swoboda, former chief maintenance engineer of OICA, State Dept., is supervising construction. The station will operate on 840 kc, daytime only, with 1 kw. It will be represented nationally by Adam J. Young Jr. Inc.

Kentucky Courses

U. OF KENTUCKY for the first time will offer courses in radio through its new Dept. of Radio Arts. Opening course will be called "Radio Today", open to all students, and will cover all phases of broadcasting. Visiting lecturers from stations and networks will appear and stations will be inspected. All but freshmen may take the course in announcing and acting. On the advanced level starting in the fall of 1947 will be courses in radio regulations, script writing and production, with a complete major in radio arts available. U. of Kentucky started a listening center system for mountain residents in 1933 and operates WBKY.



EVEN THE COWS LIKE RADIO MUSIC!

Culturally speaking, the milch cow is grievously misunderstood.

If you think Bossy is apathetic, phlegmatic, indifferent.. guess again. She's an ardent music-lover. Give her melody and you'll get more milk. Dairy farmers have proved it. A radio obbligato at milking time definitely steps up production.

And radio, in rural America, is much *more* than a symphony for horns. To farmers and their families, radio is an indispensable source of market information. Of weather tips. Of entertainment, during leisure moments. Of solace in hours of loneliness.

Westinghouse stations, mindful of their obligation to the farm community, beam many a program daily to rural radio listeners.

Farmers throughout New England, for example, listen for the voice of Boston's WBZ.. a voice which, backed by 50,000 watts, really reaches distant farmland. So it is, in the fertile Midwest, with Fort Wayne's WOWO. And in the Pennsylvania mountains with Pittsburgh's KDKA.. winner of the du Pont Award for service to the community.

Service.. in city and country alike. That's the Westinghouse watchword at KYW, KDKA, KEX, WOWO, WBZ, and WBZA. Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Paul H. Raymer Co.

WESTINGHOUSE RADIO STATIONS Inc

Daytime Serials on Descent, Says CAB

Study Shows Better Program Balance At Present

THE TROUBLE with facts, according to an old saying, is that they spoil so many otherwise good arguments.

Radio's most outspoken critics are therefore not going to be very happy about the analysis of the composition of daytime programming just compiled by the Cooperative Analysis of Broadcasting, for this dispassionate collection of cool statistics completely upsets the critics' favorite diatribe about how there's nothing on the air from morning until night but one daytime serial after another.

The CAB breakdown shows that during the first four months of 1946, serial dramas occupied less than half of the commercial network time before 6 p.m.—41.6%, to be exact. As these programs are almost exclusively broadcast on the networks for sponsors and almost never heard as sustainers or on a local basis, their percentage of the total daytime broadcasting schedule is a lot less.

This represents a considerable change from the prewar days. In the fall of 1940 the CAB found 77.5% of all commercial network daytime occupied by 57 serial dramas. Last fall the percentage had fallen to 44.5%. The further 3% decrease indicates that the serial trend is still down as compared to the overall picture, despite an increase in the number of serials from 39 last fall to 41 at the beginning of this year. The percentage is down because the increase in total sponsored time was so much greater.

No Longer Tops

Although the serials still take up more than three times as much of the network daytime air than any other type of program, they no longer rank first in popularity with listeners. Average serial CAB rating of 4.8 is nearly a full point behind the 5.6 average of the weekly dramatic shows, such as *One Man's Family* and *Grand Central Station*.

As phenomenal as the decline in serials is the rise in audience participation shows from one in 1940 to 12 in 1946 and from 0.4% to 13% of the total daytime commercial network hours. In popularity they have risen from eighth to fourth place, with an average rating of 4.4 for the first third of 1946, an increase from last fall's average of 3.8.

It is probably more than coincidence that the critics are beginning to shift their attacks to these programs, complaining long and loud about the evils of "buying an audience by giving away expensive prizes instead of putting on acceptable entertainment." No critic to date, however, has been able to explain how prizes to contestants can be construed as payment to listeners, who get paid for listening only through their enjoyment of what comes to them through their radios.

Postwar Decline?

The freely-predicted postwar decline of newscasts and commentaries has not come to pass, according to CAB figures, which show that from nine such programs in 1940, accounting for 8.5% of all daytime network commercial hours, the total increased through the war years to 20 as of last fall, with that number still on the air the first part of this year, occupying 10.4% of the total commercial network daytime. On a popularity basis these programs rank eighth with an average rating of 3.4.

Children's programs are fourth in the list, by daytime volume, with nine programs occupying 8.3% of the time, and seventh in popularity with an average rating of 3.6, up from 2.9 last fall. Variety shows rank third in popularity with an average rating of 4.6, and sixth by volume, with 6.5% of the time.

Sponsored musical programs are at the tail end of the daytime list as far as the amount of time they get. Popular music was seventh, with 5.1% of the time, classical and semi-classical music eighth, with 5.0% hymns ninth, with 2.3%. In popularity the musical shows rated somewhat higher: Popular music was fifth, with an average rating of 4.2; classical music sixth, with 4.1; hymns ninth, with a rating of 2.3, exactly matching its percentage share of the time. Familiar music represented by one daytime program last fall, this year has disappeared entirely from the daytime commercial list.

Champion?

CONTENDER for title of "most decorated veteran in radio" [BROADCASTING, May 20] is Paul R. Cochran, announcer-m.c. with KFBI Wichita, Kan. The staff of the station writes in to list his decorations: Bronze Star, Distinguished Flying Cross, Air Medal with 14 oak leaf clusters, Purple Heart, and unit citation with oak leaf cluster. The former fighter pilot captain also had ribbons for ETO and Pacific campaigns.

NAB Survey Undertaken to Analyze Commercial, Programming Structures

PICTURE of the broadcasting industry's commercial and programming structure will be provided by a survey undertaken last week by the NAB Dept. of Research. A hundred stations typical of the entire industry have been selected as a sample by Kenneth H. Baker, NAB director of research.

Though inquiries were just sent out last week, a good share of station logs had been received by the weekend. The logs provide detailed information on programs, sponsors, products and type of rendition. Dr. Baker was pleased at the early replies, explaining that the analysis will not be done unless a practically complete response is received.

At present, he said, there is no adequate picture of the broadcast structure nor has one been available since the old *Broadcast Advertising Record* was discontinued in 1942.

Week selected for the study was Feb. 12-18, in the middle of the first calendar quarter of 1946 and free of any unusual incidents which might prevent it from serving as a typical period. Both NAB member and nonmember stations are included in the cross-section.

Wide Scope

The analysis will disclose kinds of sponsors using radio, relative amounts of time and money for different types of commodities and services, and kinds of programs such as educational, dramatic, classical music, popular music, special events, etc. Public service of the industry will be shown. The week selected was prior to issuance of the FCC Blue Book.

No basis now exists, Dr. Baker said, for a thorough analysis of program trends. NAB hopes to secure information on this subject for industry study.

Advertising revenue figures will be broken down into network and local sources, expressed in terms of gross income.

The current survey will serve as a pilot study to act as a guide in determining availability of information on the subjects involved as well as formula for reports, should they be revived. The project will come before the NAB board at its August meeting.

Considerable interest in the plan was voiced by board members at the May 6-9 board meeting in Washington. The NAB Research Committee urged the study at its meeting in April and the Sales Managers Executive Committee voiced its approval at its June 5-7 meeting [BROADCASTING, June 10].

Lindow Appointed

LESTER LINDOW, just released from the Army as lieutenant colonel, in charge of War Dept. Bureau of Public Relations Radio Branch, last week was named station manager of Monroe Broadcasting Corp., Rochester, N. Y. Station's application was granted March 7. No call letters have been assigned as yet. Mr. Lindow was manager of WFBM Indianapolis before entering the service in January 1942. He was overseas for a year and a half as assistant deputy director, office of the director of public relations, Office of U. S. Military Government for Germany in Berlin.

Mr. Lindow

Daylight Savings Success in W. Va.

Stations Are Polled by Assn. On Reactions to Shift

THE MAJORITY of broadcasters in West Virginia have not found it unprofitable to be on daylight time while most of the state is on standard time, it was learned last week from a survey taken of the West Virginia Broadcasters Assn. The association stations adopted the plan to be in effect April 28-Sept. 28 [BROADCASTING, March 18, April 22].

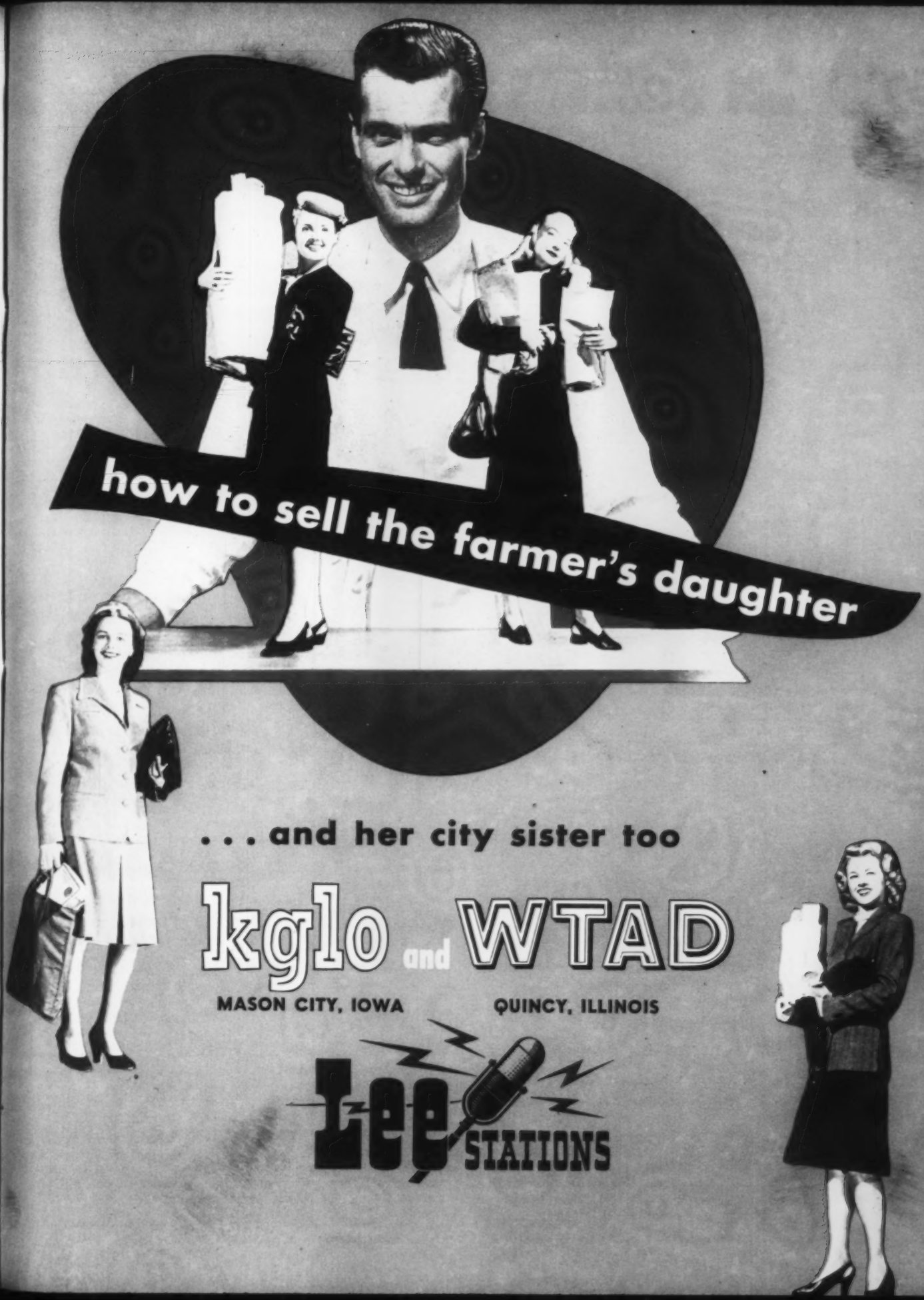
There seems to be very little trouble from national accounts, occasional difficulty with local accounts, and rather widespread confusion at first on the part of the listeners because of daylight savings time announcements. "WCHS (Charleston) has had two casualties and several complaints," says Howard Chernoff, general manager of WCHS and president of the Association. "We lost two accounts, one of which we re-sold the same day."

"Without exception, all local and national clients were pleased," according to Norman Knight, general manager of WAJR Morgantown. "To date we have lost only one account because of the switch and that account was an early morning preacher," says Joe L. Smith, owner of WJLS Beckley, which has had no trouble with national accounts.

Some Difficulties

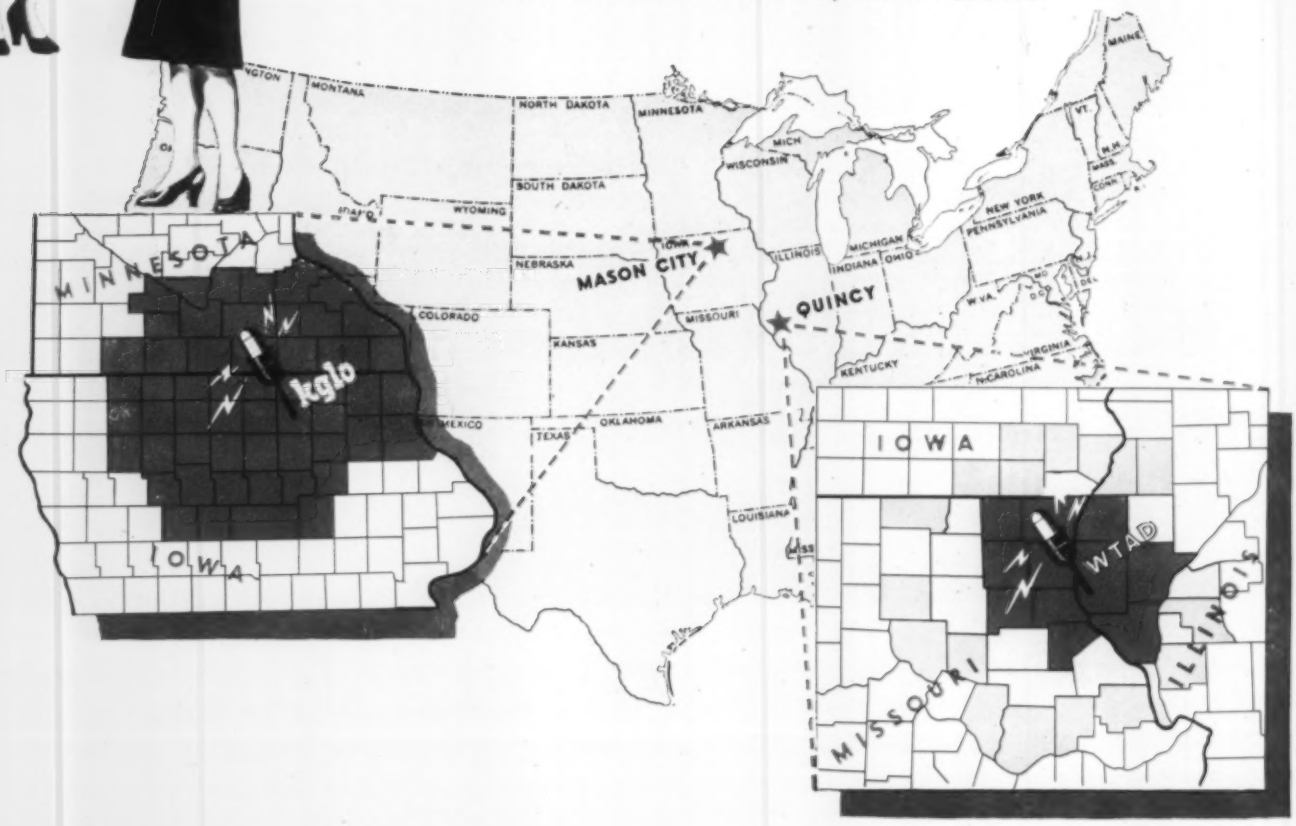
WPAR Parkersburg's general manager, George Clinton, reports "to date have lost only one account."

Perhaps hardest hit was WSAZ Huntington which says, through General Manager Marshall Rosene, that 3¼ hours weekly have been lost because local dairies were discontented with the new time. The station also lost a five-minute strip five days a week. WBTH Williamson's General Manager Alice Shein has had no trouble. "By working with local and national advertisers in rearranging valuable time," she says, "we have not only kept all accounts, but because of our concern for local business . . . several of our big accounts have increased their radio advertising."


how to sell the farmer's daughter
. . . and her city sister too
kglo and WTAD
MASON CITY, IOWA
QUINCY, ILLINOIS
Lee STATIONS

Lee Stations *tell'em and sell'em*

Who has the most influence on the family buying? That's right . . . the women. And you can reach *both* the farmer's daughter and her city sister with KGLO and WTAD, the Lee Stations. You see, KGLO and WTAD cover a balanced town-farm market in the heart of the rich, productive Middle West. They're favorite stations with the women because schedules are programmed especially for them — CBS network programs, local service programs, fashion and home-making news, drama and music. For sales action in these two rich town-farm markets, use Lee Stations!



kglo market data

MASON CITY, IOWA
1300 K.C. 5000 Watts
CBS Affiliate

COVERAGE — 57 counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

POPULATION — 1,321,853, 1940 U.S. Census. 293,080 Radio Homes.

RETAIL SALES — $634,828,000 in 1944 (Sales Management est.)

FARMING — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have kept farmers' cash incomes up at an all-time record. Farmers are working and spending towards even greater production during 1946.

INDUSTRY — Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company
New York, Chicago, Detroit, Atlanta, San Francisco, Boston, Hollywood

WTAD market data

QUINCY, ILLINOIS
930 K.C. 1000 Watts
CBS Affiliate

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri, and Keokuk Iowa.

POPULATION — 772,431, 1940 U.S. Census. 186,060 Radio Homes.

RETAIL SALES — $262,780,000 in 1944 (Sales Management est.)

FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco

FCC Reaffirms Report Stand In Answering INS' Petition

FCC reaffirmed its belief last week that definitions incorporated into its March 7 Blue Book "represent a satisfactory and practicable solution to a most complicated problem."

The Commission also re-emphasized that "the only reason for the establishment of the proposed program categories was to provide a convenient method for statistical and analytical purposes."

The statements were contained in a letter to International News Service, which had challenged the Blue Book's definition of "wire program" and expressed a fear that it would harm the "business, service and reputation" of INS and also lead to a deterioration in stations' news programs [BROADCASTING, April 22, 29].

FCC's reply, signed by Acting Chairman Charles R. Denny Jr. and released Monday, told INS that "it appears . . . that you may have misconstrued both the purpose and the language of the definition proposed in the report.

Clarifies Purpose

"It was neither the Commission's desire nor intention to cast aspersions upon wire news programs or to discourage their use. On the contrary, the Commission expressly indicated in the report that a broadcast station's use of a wire news service would be considered an element in determining whether it is operating in the public interest," the letter continued.

Explaining that the program categories were established solely to permit convenient analyses, the letter quoted from the Blue Book: "The adoption of uniform definitions will make possible a fairer comparison of program representations and performance, and better statistical analyses."

"In view of these facts," Mr. Denny asserted, "I believe that you will agree that there is no cause for concern and that the definitions proposed in the report represent a satisfactory and practicable solution to a most complicated problem."

Reaction of INS could not be ascertained immediately. Robert W. Brown, executive news editor, who filed the petition, was ill when the answer came and could not be reached. It appeared likely that the news service would await a thorough study of FCC's answer before announcing whether it will renew its protest.

INS Objection

INS has objected particularly to classifying as "wire" any news program combining wire and local news unless at least 51% is local.

In its letter, FCC noted but did not specifically answer INS references to "various situations where the definition of a 'wire program' as used in the report would bring about a result which, in your (INS) opinion, is inconsistent with the report's objectives and would do local independent station licensees a grave injustice." INS had claimed that some stations might "pad out" the local news content of programs and thus create imbalance in order to exceed the 51% minimum for a "local live" classification.

CHRISTOPHER CROSS, U. S. radio liaison officer of United Nations, leaves for Detroit and Toledo today to confer with interested parties for student United Nations conferences in other cities similar to one held in Detroit on June 6.

NAB Schedules News Clinics for Northwest

TWO NAB radio news clinics will be held late this month by Arthur C. Stringer, NAB director of special services. First has been scheduled for Oregon June 25 at the Benson Hotel, Portland, with arrangements made by Harry R. Spence, NAB 17th District director and general manager of KXRO Aberdeen. General chairman will be Marshall H. Pengra, general manager, KRNR Roseburg, with Harry H. Buckendahl and Arthur R. Kirkham, of KOIN Portland, making local arrangements.

Second clinic arranged by Mr. Spence for the State of Washington, will be held June 27 at Olympian Hotel, Olympia, will be in charge of Tom Olsen, owner of KGY Olympia and president of Washington Broadcasters Assn.

WKBR MANCHESTER TO START SEPT. 1

WKBR Manchester, N. H., granted a CP to operate on 1240 kc with 250 w, will start about Sept. 1. Licensee is Granite State Broadcasting Co., formerly the Concord Broadcasting Corp. which had been granted a CP as WCNH in Concord, N. H., and last week changed call letters and location of prospective station, as approved by FCC.

WKBR is owned by William J. Barkley, president; H. Scott Killgore, vice president; and William F. Rust Jr., secretary-treasurer. Mr. Barkley is executive vice president of Collins Radio Co., Cedar Rapids, Iowa, manufacturers of broadcast and aviation transmitting equipment. Both Mr. Killgore and Mr. Rust are ex-Navy lieutenants.

WKBR will be affiliated with WKXL Concord, granted to Charles M. Dale, Governor of New Hampshire, and national accounts will be sold on a combination basis. Both stations are affiliated with Yankee Network. WKBR will subscribe to UP and Standard Radio transcription service.

KSWM to CBS

KSWM Joplin, Mo., July 18 joins CBS as an optional station and becomes the network's 157th affiliate. Operating with 250 w on 1230 kc, the station is owned and operated by Air Time Inc. with Austin A. Harrison president, Roger Page, former manager of WCLO Janesville, Wis., program director, and Capt. Warren N. D. Lowry, commercial manager.

CBS Program Dept. Steps Up Activity, Plans for New Shows, Taylor Asserts

WITH APPROXIMATELY 40 program shifts to handle, the CBS program department is experiencing no summer slump in its activities, Davidson Taylor, vice president and director of programs, said last week. Changes include summer replacements on sponsored shows whose regular talent is vacationing, replacements for programs that have been cancelled or that are taking summer vacations, shifts of some sponsored shows to different hours and a rearrangement of a part of the network's sustaining programs.

Expressing himself as "encouraged but not satisfied" with the CBS programming setup and its progress since he became department head last November, Mr. Taylor said that that new CBS programs will fall into four general classifications: Programs that indicate possibilities of becoming "big" shows, other programs that are designed for commercial sponsorship, sustaining shows not normally apt to be sponsored and outstanding public service programs. The first and last categories are the network's primary consideration, he said, but he quickly added that the other classes also comprise an important part of the CBS schedule.

Mr. Taylor cited the new Milton Berle program, *Kiss and Make Up Court*, which will debut July 1 as Monday evening half-hour series, as having definite "big program" potentialities. Another such, he said, is a team of young comedians from the West Coast with whom CBS has been working for some time and now believes it is approaching the right program format for a network vehicle. He also mentioned as "in the works" a costume series which would bring to radio the type of dramatic material that has been so successfully presented in recent novels of the *Forever Amber* variety.

"A lot of our plans that have been under way for months are just coming to the audition stage," he explained, adding that one man spent four months exclusively on the CBS atom bomb program, *Operation Crossroads*, before it was broadcast.

NBC IS USING .05 W RELAY FOR VIDEO

A NEW micro-wave television relay transmitter which generates less radio power than that required to operate a pencil flashlight, developed for field pick-ups, was used successfully last week by NBC in sports telecasts.

Adaptable to any kind of outside television pick-up, the new transmitter operates on 9300 mc and the transmitter unit has an output of approximately .05 w. Because of the structure of the antenna and the fact that it operates in the super-high frequencies, the transmitter can deliver a signal of about 450 w, NBC said.

The transmitter weighs less than 75 pounds and can be handled by two men. It is made up of three parts: a parabolic reflector which acts as the antenna; a transmitter, approximately 10 inches in diameter and 10 inches deep and attached to the reflector, and a power supply and modulator unit.

Backs Concert

CONCERT to raise $1,500 to send Oklahoma City's Classen Senior High School A Capella Choir to the finals of a national contest at Memphis, Tenn., was sponsored by WKY Oklahoma City. After the 73-member choir won the Oklahoma championship and was invited to compete at Memphis, Choir Master Chester Francis appealed to WKY Manager P. A. Sugg for assistance. The concert featured the choir and WKY talent including Announcer Tom Paxton. WKY developed a pre-concert broadcast and secured newspaper publicity to boost attendance.

Bertha B. Peterson

MRS. BERTHA BRAINARD PETERSON, until recently an executive of NBC and one of New York's leading advertising figures, died last Tuesday of a heart attack at her home in Huntington, L. I. Associated with NBC since its inception in 1926, Mrs. Peterson at the time of her recent retirement was manager of the network's program package sales division.

Mrs. Peterson

She was married to Curt Peterson, an executive of Marschalk & Pratt Co., Manhattan advertising agency. Funeral services for Mrs. Peterson were held Friday at East Orange, N. J.

Receiver Increases Authorized by OPA

Action Follows Conference With RMA This Month

A SUBSTANTIAL increase in radio set prices has been approved by OPA as a result of a new survey determining the additional increases in material and wage costs for the manufacturer. The order affecting price changes, in the form of an amendment to Minimum Price Regulation No. 599, was drawn up following a meeting of OPA and Radio Manufacturers Assn. early this month.

Sample Firms

The action is based on 19.05% increases in basic wage rate schedules since Aug. 18, 1945. The sample firms selected accounted for nearly 80% of the 1941 industry sales volume of $236,424,000, according to OPA. The total increase labor cost factor arrived at is 42.86%.

Order provides:

Base period prices of low-end radios (those with manufacturer's prices to distributors of $11 or less in October 1941) may be increased by 24%; base period prices of the medium group (those with manufacturer's prices to distributors ranging from $11 to $30.01 during October 1941) may be increased by 21%; base period prices of the high priced group (those with manufacturer's prices to distributors of more than $30 during October 1941) may be increased by 19%.

Similar price increases have been allowed for radio sets on which there is no established price for sale to distributors.

The ceiling prices for sales to a dealer shall be determined by applying the manufacturer's differential to his ceiling prices for sales to a distributor, determined as above.

Differential Basis

Increases at distributive levels are treated on a differential basis according to price brackets. The additional increase applicable to low-end radios is passed through percentage-wise from the distributor and dealer to the consumer. The increase applicable to medium priced radios is passed through dollar-wise and that applicable to higher priced sets is absorbed in part and passed through in part.

In May OPA raised ceilings for manufacturers of radio sets 8% [BROADCASTING, May 6]. The 8% increase is incorporated in this latest increase.

On June 10, in an amendment covering ceiling prices for radios manufactured by automobile manufacturers, the OPA ordered that such radios be brought under the control of OPA for establishment of ceiling prices at all levels of distribution.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET LEW!

This is Lewis H. Avery, President of Lewis H. Avery, Inc., who became KMA's national representatives on June 15.

Lew is a hard-hitting sales executive and a pioneer in the field of commercial radio. With a background of twenty years' experience acquired as announcer, continuity writer, program production manager, time buyer, radio station sales manager and national representative, Lew considers the preparation for a sales call as important as the call itself. He always has the facts, knows the story—*has something to say!*

KMA and Lew Avery is a combination hard to beat. For KMA has a real story to tell—of market, listeners, and facilities—and Lew knows how to tell it. He has fully investigated our tremendous market buying power and is acutely aware of the trust and confidence KMA's *friendliness* has built.

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

412 *Extra* HOOPER POINTS!

Did You Get Yours?

Again WOW has declared an EXTRA DIVIDEND in HOOPER POINTS to its advertisers. All NBC shows on WOW, Day and Night, except three, have an Omaha Hooper ABOVE the national average!

Seventy-two clients who used WOW during the 1945-46 Fall-Winter period collected a total of 412.6 PLUS Hooper points. The ratings on Locally produced shows were *equally high.*

These Hoopers prove that WOW does a *better-than-average* job for all advertisers. Wire or phone your nearest John Blair man, or Johnny Gillin at WOW, for current or next fall-winter availabilities.

RATINGS OF TOP 16 NBC NIGHTTIME SHOWS NATIONALLY*
Compared with OMAHA* (WOW) Ratings

Rank Nationally	PROGRAM NAME	NAT'L AVERAGE	WOW RATING	WOW'S PLUS (+) RATING
1.	Bob Hope	29.5	37.7	8.2
2.	Fibber McGee & Molly	29.1	37.4	8.3
3.	Red Skelton	25.1	30.1	5.0
4.	Charlie McCarthy	24.8	31.8	7.0
5.	Fred Allen	22.2	25.5	3.3
6.	Jack Benny	21.6	27.3	5.7
7.	Mr. District Attorney	20.7	26.4	5.7
8.	Eddie Cantor	18.2	23.3	5.1
9.	Bing Crosby	18.1	31.1	13.0
10.	Jack Haley	18.0	25.4	7.4
11.	Abbott and Costello	17.9	28.0	10.1
12.	Amos 'N' Andy	17.2	23.8	6.6
13.	Great Gildersleeve	16.5	18.0	1.5
14.	Truth or Consequences	16.5	28.5	12.0
15.	Bandwagon	16.4	23.7	7.3
16.	Kay Kyser (First Half-Hour)	15.1	27.4	12.3

*From Omaha CM Fall-Winter and Sectional Hooper, both from 1945-46, October through February.

On 72 NBC Day and Night shows WOW has a Hooper higher than the national average. On 39 shows WOW's plus is better than 5 Hooper points. On 9 shows WOW's plus is better than 10 Hooper points. On only three shows the Omaha Hooper is below the National average by an average of less than one-tenth of a Hooper point.

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

50,000 WATTS ON 680 KC.

THERE'S SOMETHING *new* IN TEXAS RADIO

Plus*

BIG SPRING
SAN ANGELO
AUSTIN
SAN ANTONIO
HOUSTON
GALVESTON
PORT ARTHUR
BEAUMONT
CORPUS CHRISTI
LAREDO
BROWNSVILLE
Del Rio
Eagle Pass
Rockport
Victoria
Edna
Bay City
Angleton
Richmond
Columbus
Hallettsville
Gonzales
Floresville
Hondo
Uvalde
Brackettville
Rocksprings
Junction
Sonora
Eldorado
Ozona
Menard
Mason
Llano
Burnet
Georgetown
Temple
Belton
Waco
Marlin
Corsicana
Hillsboro
Cleburne
Fredericksburg
Kerrville
Boerne
New Braunfels
San Marcos
Seguin
Lockhart
La Grange
Bastrop
Giddings
Brenham
Hempstead
Conroe
Huntsville
Madisonville
Livingston
Jasper
Nacogdoches
Lufkin
Center
Crockett
Palestine
Tyler
Athens
Corpus Christi
Kingsville
Alice
Sinton
Refugio
Goliad
Beeville
Tilden
Carrizo Springs
Cotulla
Pearsall
Batesville
Zapata
Falfurrias
Hebronville
Sarita
Raymondville
Harlingen
San Benito
Edinburg
Mission
McAllen
Rio Grande
Aransas Pass
Port Aransas
Port Lavaca
Sabine Pass
Orange
Beaumont
Port Arthur
Anahuac
Galveston
Texas City
Baytown
Pasadena
Deer Park
Channelview
Liberty
Dayton
Cleveland
Conroe
Huntsville
Crockett
Lufkin
Nacogdoches
Center
Timpson
Henderson
Kilgore
Longview
Marshall
Jefferson
Paris
Sherman
Denison
Gainesville
Bonham
Greenville
Commerce
Sulphur Springs
Mount Pleasant
Texarkana
Hughes Springs
Atlanta
Linden
Daingerfield
Mount Vernon
Clarksville
Honey Grove
Bonham
Denton
Decatur
Bowie
Wichita Falls
Vernon
Quanah
Childress
Paducah
Crowell
Seymour
Archer City
Graham
Throckmorton
Albany
Breckenridge
Eastland
Cisco
Ranger
Mineral Wells
Weatherford
Granbury
Cleburne
Stephenville
Hamilton
Gatesville
Coryell
Lampasas
Killeen
Belton
Temple
Salado
Round Rock
Georgetown
Taylor
Hutto
Elgin
Manor
Del Valle
Lockhart
Luling
Seguin
Schertz
Universal City
Converse
Live Oak
Floresville
Pleasanton
Jourdanton
Karnes City
Kenedy
Runge
Nixon
Gonzales
Yoakum
Cuero
Thomaston
Victoria
Goliad
Refugio
Woodsboro
Bayside
Port Lavaca
Seadrift
Rockport
Aransas Pass
Port Aransas
Corpus Christi
Kingsville
Alice
Sinton
Portland
Gregory
Ingleside

FCC to Continue Television Waiver

Denny Agrees 28-Hour Operation Rule Still Not Feasible

WAIVER of the rule requiring television stations to broadcast 28 hours a week, beginning July 1, will probably be continued throughout the remainder of 1946, Acting Chairman Charles R. Denny said last Tuesday. Mr. Denny's statement followed filing of a petition the previous day by the Television Broadcasters Assn. asking that the 4-hour schedule be continued.

A proposal by TBA that the present rule (3.661) be re-examined with the view to formulating a graduated schedule reaching the 28-hour minimum in one year will probably be rejected by the Commission, Mr. Denny indicated. He suggested that should conditions justify postponement of the rule beyond Jan. 1, further extensions will be granted.

WABD Views

The TBA action seeking postponement met with general favor among existing television stations. Lawrence W. Lowman, CBS vice president in charge of television, said that lack of equipment for black and white transmissions, including remote equipment, makes 28-hour programming virtually impossible at this time.

Leonard Cramer, vice president of Allen B. Du Mont Labs Inc. (WABD), said that in order to carry 28 hours of television programming remote pick-ups employing mobile equipment are "absolutely essential." Because of material shortages, he added, the Du Mont mobile equipment will not be ready until late summer. "Consequently, if we were required to program 28 hours per week prior to completion of our studios and remote equipment we would be forced to rely heavily on film of which there is a dearth of good material for television use." He explained that Du Mont needed to complete "necessary refinements" in its new studios before it can begin full scale television operation.

The TBA petition, filed by William A. Roberts, counsel, reminded the Commission that since its action of Feb. 20 suspending the 28-hour rule until June 30 coal strikes, with coincident brownout regulations, have relieved stations of minimum hour restrictions. Termination of the strikes, however, will end the restrictions on electricity, it pointed out.

Previously Suggested

TBA further recalled that when rule 3.661 was before the Commission it was suggested that minimum operating schedules become effective with the production and distribution of a "reasonable number" of receivers. TBA had proposed, it said, that graduated requirements be applicable to each new station upon the issuance of its commercial license, "since the Commission, even at that time, was aware of the protracted period, many times as long as that of standard broadcast, required for the development of television broadcast facilities."

Subsequent hearings, TBA said, have disclosed the following factors affecting availability of television programs:

1. Breakdown of the equipment production program due to labor disturbances, raw material shortages, and price difficulties.

2. Restrictions imposed on construction by the Civilian Production Administration.

3. Greatly retarded receiver production.

4. Restrictions on use of musicians and of film recorded programs embracing music, arising out of statements issued by James C. Petrillo, AFM president, with respect to agreements with the motion picture industry.

5. Protracted delays in issuance of construction permits for other television stations, delaying commercial use of network facilities and corresponding division of program cost.

6. Occupation of technical and administrative personnel of existing stations with hearings and proceedings incident to grant of later applications.

7. Necessity for reconstruction of transmitters and change of frequency on licensed stations.

These factors, the petition said, "have deferred the establishment of even a minimum audience, the erection of studios for rehearsal and production, and the capacity of licensed stations, present and future, to assume a full program schedule."

The association therefore requested the Commission to defer rule 3.661 "insofar as it requires a minimum of two hours in any given broadcast day and not less than 28 hours of program service per week, to Dec. 31, 1946. The Commission was also asked to re-examine the present rule and to modify it "with respect to commercial television licensees so as to provide for a graduated compulsory minimum, commencing with not to exceed four hours of regular program operating schedule weekly and reaching the present minimums in a period of not less than one year."

Millionaire AFM Local 802 Can Afford To Quit for a While, Says Treasurer

ONE of James Caesar Petrillo's biggest, brashest local unions—New York's 802—last week with a flourish pulled from its pocket a roll of greenbacks big enough to choke a tuba, perhaps with the intention of making it plain that it was rich enough to quit work for a while.

In a report to the local's membership, Harry A. Suber, treasurer, announced that 802 at the end of last April, had more than a million dollars cash on hand. "We are thus well prepared to meet the emergencies of the future," he remarked dryly. The emergencies, he said, "no doubt will come if the present increasing tempo of assault upon labor's gains is maintained."

Echoes Far

Local 802 riffled its fistful of bank notes with a rustle that could be heard, no doubt, as far away as St. Petersburg, Fla., where Mr. Petrillo was languishing after his international convention.

At nearer range were the headquarters of the radio networks against which Mr. Petrillo had trumpeted a warning of strike [BROADCASTING, June 10].

Mr. Suber, writing in the current issue of the *Official Journal* of Local 802, counted his roll for all the membership to see.

The balance, he said, was composed of $327,852.70 cash and $188,350 in bonds in the general fund; $298,424.06 cash and $251,075 in bonds in the relief fund, and $2,551.88 in the medical fund. Mr. Suber figured that totalled $1,068,253.54.

With more than 24,000 members on its rolls, more than a million dollars in its kitty, Local 802, said Mr. Suber, can boast an economic strength and financial stability which "no other local of any union enjoys."

"Our financial strength is important in that it gives us the wherewithal with which to maintain and build the strength and power of our organization . . . all of which means that only thus are we better able to realize our primary purpose, namely, the protection and improvement in the working scales and standards of the organized musician within our jurisdiction."

Local 802, which was organized in August 1921, has "sought to protect the professional musician in his competition with the musical gadget and record," said Mr. Suber. Now that it is a millionaire at age 25, it is confident that it will be able to "beat back the efforts of those who would destroy our past achievements."

One such effort which Local 802 is frankly gunning for, he said, was the "disgraceful enactment called the Lea Bill."

Special Delivery

A BRIGHT young participant on a sixth grade quiz program on WALB Albany, Ga., stopped the show recently with his answer to an association type question on sports. Every thing had been going fine with the quiz master saying, "fumble," and the answer coming back "football," and several other similar questions and answers. Then he said "love game." The sixth grader immediately came back with "post office!"

ARGUMENT ON WINS SALE SET JUNE 19

ORAL ARGUMENTS on the application of Hearst Radio Inc. to transfer WINS New York to the Crosley Crop. will be held June 19 before the Commission *en banc*. Action followed receipt of a joint petition filed by the parties earlier in the week to consider additional evidence with reference to the grounds on which the Commission proposed to deny the transfer [BROADCASTING, April 8].

The petition, filed by Littlepage & Littlepage, counsel for Hearst, and Dempsey & Koplovitz, counsel for Crosley, asserted that arrangements had been made to eliminate a $400,000 time credit provision in the sale contract to remove the first objection of the Commission.

As to questions of program service raised by the Commission majority, the petition pointed out that the hearing on the transfer was held several months before the issuance of the Blue Book and that Crosley had no way of anticipating what would be desired in the way of program service.

"If given an opportunity by way of a further hearing on the application," the petition continued, "The Crosley Corp. respectfully submits that it will be able to present information as to the service standards contemplated in its plans for the operation of Station WINS, which would fully satisfy the Commission that the station will be operated in the public interest."

O'Connor Speaks

BASIL O'CONNOR, chairman of the American Red Cross, June 18 will be heard on CBS 6:15-6:30 p. m., when he speaks from the ARC National Convention in Philadelphia on "Red Cross in a New World." Speech marks opening plenary session of the convention scheduled June 18-21.

Motion Picture Relief

TO HANDLE radio aspects of annual Motion Picture Relief Funds "Open House" special committee has been named with Mal Boyd, Republic Pictures Corp. radio publicity contact, as chairman. Committee includes Owen Anderson, CBS Hollywood trade news editor; Jim Swift, David O. Selznick, International Pictures; Bill Livingstone, RKO Radio Pictures; John Boylan, Paramount Pictures Corp.; Ben Cohn, Warner Bros.; Bill Smith, Twentieth Century Fox Film Corp.

N. Y. Electronic Show Scheduled in October

THE GIGANTIC electronics industry that has grown from the development of the vacuum tube perfected in 1905 will stage its own exposition in New York's Grand Central Palace next October. Managing show will be newly formed Electronic Exhibitors.

The exposition is designed to present three broad categories of electronics: broadcasting, communications and industrial. Broadcasting will have subdivisions in AM and FM radio, television, and facsimile. The purpose of the exhibition, according to its managers, Harry G. Cisin and V. M. Eitingon, is to show the American public wartime advances in electronics and how they have been harnessed to peacetime uses.

EVERSHARP Inc., Chicago, has signed with A. C. Nielsen Co. for Nielsen Radio Index Service. Eversharp marks Nielsen's 52d client for the service.

Plea for More Time to Sell WKBW, WGR Denied by FCC

FCC announced last week it had denied a petition of Buffalo Broadcasting Corp. for "at least six months" more to negotiate the sale of either WKBW or WGR Buffalo, but continued the two stations on temporary license for approximately three weeks, to July 1.

Buffalo Broadcasting said it had sought in vain to find a purchaser and asked for more time to comply with the Commission's decision of Dec. 19 [BROADCASTING, Dec. 24] in which FCC proposed to deny renewals to WKBW and WGR without prejudice to the company's applying for sale of one of the stations under the duopoly rule and requesting license for the other. Both were on condition that a long-standing lease for time to Churchill Tabernacle, one-time owner of WKBW, would be voided.

Churchill Tabernacle, which through a subsidiary has applied for WKBW's 1520 kc frequency with 50 kw power fulltime [BROADCASTING, April 8], opposed the request for extension of time, asserting that it and its subsidiary, Broadcasting Foundation Inc., stand ready to "negotiate for the purchase of WKBW and to pay in cash in excess of the value of its physical properties."

The Tabernacle is understood to have offered $250,000 for the 50-kw station and to have been rejected.

Action Unknown

What action the Commission takes when temporary licenses of the two stations expire July 1 apparently will depend upon the showing which Buffalo Broadcasting may make regarding efforts to divest itself of one of the outlets.

The Tabernacle's opposition to the requested six-month extension of time asserted that the company has had two and a half years to sell one of the stations (since the duopoly rule was promulgated in November 1943) and six months since the Commission's Dec. 19 decision. A further six months' extension, it declared, would permit Buffalo Broadcasting "to have operated two stations in the same community for more than three years since the Commission determined such an operation to be contrary to the public interest."

In its Dec. 19 decision, FCC extended WKBW and WGR on temporary licenses for three months on condition that, within 30 days after the decision became final, Buffalo Broadcasting would file a statement establishing that the time lease to the Tabernacle had been abrogated.

Current extension of temporary licenses of the stations to July 1 was understood to have been made to assure that they are operating on licenses, some doubt existing as to their status unless such a continuance of license were made. Buffalo Broadcasting's petition said they "are now operating on temporary licenses which have no termination date."

Situation Reviewed

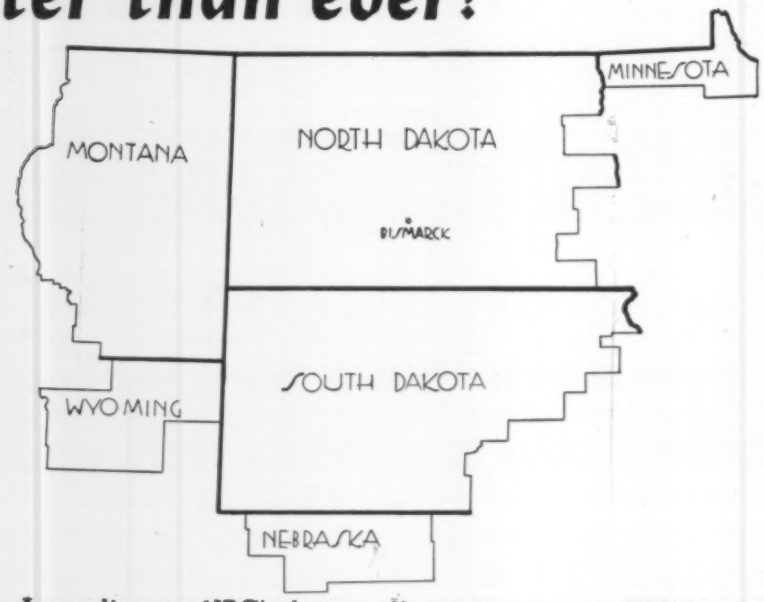
The company's petition for additional time, filed May 28, reportedly at FCC request, reviewed the tangled situation involving the Buffalo stations and said Buffalo Broadcasting "has proceeded with due diligence to find a purchaser but without success. It is obvious why it is difficult, if not impossible, to interest such a purchaser under existing circumstances."

It was pointed out that, following the FCC's Dec. 19 decision, the Tabernacle petitioned on Jan. 7 for rehearing. This was denied March 20. On April 2, the Tabernacle filed notice of appeal in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, April 8]. This was followed by the April 3 application of Broadcasting Foundation for WKBW's frequency. Tabernacle contended that consideration of this application should not be delayed by the extension asked by Buffalo Broadcasting.

Str-i-ke Threee!

FEELING his "oats" as a sportscaster, Bob Wolff of WINX Washington, has won his "spikes"—and an official American League baseball uniform—as a pre-game batting practice pitcher and fielder for the Washington Senators Baseball Club. He caims the distinction of being the only radio broadcaster that has a major league job "on the side."

Better than ever!



According to NBC's latest all-county survey, KFYR reaches more listeners than ever before. KFYR's primary intense and excellent area blankets 116 counties, with a population of 1,029,576, in five states.

And buying power here in the Great Northwest is the highest in history. Farm income in North Dakota alone last year was over 550 millions.

Cash in on this tremendous buying power. Only KFYR can reach it all.

Ask any John Blair Man

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

Rare Leadership!

WTAG

WORCESTER INDEX
December, 1945 Thru April, 1946

	WTAG	STATION B	STATION C	STATION D	STATION E
Mon. Thru Fri. 8-12 A. M.	41.0	30.0	18.5	5.3	3.3
Mon. Thru Fri. 12-6 P. M.	53.4	18.9	10.8	8.6	6.8
Sun. Thru Sat. 6-10 P. M.	58.4	10.6	14.8	14.6	*
TOTAL	52.9	16.8	14.7	11.3	4.8*

* Daytime Station — adjusted total

Again Adds To Its Audience Predominance In *Worcester*

This is the kind of leadership which pays off in a major market of 500,000 such as this Central New England area.

BOX SCORES

Nighttime Score 52 to 4

In the 56 nighttime half-hour periods — (Sun. thru Sat.) audience leadership per period is as follows:

WTAG	STA. B	STA. C	STA. D	STA. E
52	0	2	2	*

Big Daytime Leadership

In the 40 daytime quarter-hour periods — (Mon. thru Fri.) the score in Worcester looks like this:

WTAG	STA. B	STA. C	STA. D	STA. E
31	7	2	0	0

Close To A Grand Slam

In the 96 rated periods per week, WTAG overwhelmingly leads in 83! In the 4¼ hours per week that it does not rank *first* — it is a close second!

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

The Indiana Idiom "Comes Natural" to Jack

Even 176 consecutive days of frontline combat couldn't jar the Hoosier out of Jack V. Porter, director of continuity at WIBC . . . the man who coins or blue-pencils the phrases for all live-talent shows presented by the fastest growing radio station in Indianapolis.

Because he was born, raised and educated in Indiana, proper use of the Hoosier idiom is an ingrained trait with Jack . . . which explains why traces of Hoosier wit were so indelibly stamped on the successful Army show "Khaki Kapers," which he co-authored. Today this ready Porter wit and smooth Porter styling—which helped "Kapers" sell Americans a million in bonds—is a factor of no mean importance in selling sponsors' products and services to Hoosiers—*Hoosier-style*—through WIBC live-talent shows.

Continuity writing is but one phase of the complete facilities available at WIBC to produce live-talent shows that are *alive to your commercial objective.* Here you will find the originality and experience in planning, writing, production and performance that will enable you to build a show to *your* sales specifications. Ask your John Blair man for complete details today.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

LEGAL POST AT FCC IS LEFT BY BERGSON

PHILIP BERGSON, chief of the litigation section of the FCC Law Dept., resigned effective last Friday to join Michael J. Keane Jr. and Morton H. Wilner in opening the firm of Keane, Wilner & Bergson for the general practice of law in Washington. To specialize in government administrative practice, including radio and aircraft, the firm has established offices in the Barr Building, 910 17th Street, N.W.

Mr. Bergson

Mr. Keane is former Assistant Corporation Counsel of the District of Columbia. Mr. Wilner is former Deputy Director of the Aircraft Division, War Production Board.

Mr. Bergson joined the Commission in February 1943 as chief of the Boston regional office of the Law Dept. He came to Washington the same year as a member of the Litigation and Administration Division and was assigned to supervision of the administration and enforcement of the network broadcasting regulations. He also participated in pending litigation and legislation matters.

He was appointed chief of the litigation section February 1, 1945.

A native of Boston, Mass., Mr. Bergson was graduated *cum laude* from Harvard College in 1934 and from Harvard Law School in 1938. He was engaged in general practice of law at Boston from 1938 until he joined the FCC. He is a member of the Massachusetts, District of Columbia, and U. S. Supreme Court bars.

He married Marjorie Copelof, of Great Neck, N. Y. They have two children, Patricia, 5, and Peter, 2.

Video Added

TELEVISION has been added to the scope of activities covered by the advertising and sales promotion subcommittee of the U. S. Chamber of Commerce Committee on Domestic Distribution. In appointing media representatives for the coming fiscal year, starting this month, the Chamber named Jack R. Poppele, vice president of WOR New York and president of Television Broadcasters Assn., as a subcommittee member for television. Other radio members of the subcommittee, reappointed for one-year terms, are Frank Stanton, CBS president, and J. Harold Ryan, vice president and treasurer of Fort Industry Co.

Aid in Strike

MORE LOCAL news was presented by Hamilton stations, CHML and CKOC than usual during the strike of typesetters at the Hamilton Spectator, only daily in the city. More reporters were added to the news department of the stations during the strike, which is still in effect.

Nielsen Decries Methods Used In Surveys by Hooper and CAB

OPEN attack on the telephone coincidental method of radio research was made at the first Open House conducted in Chicago Monday by A. C. Nielsen Co., originator of the Audimeter index.

A. C. Nielsen, president of the Chicago market research organization bearing his name, told more than 75 radio and agency executives attending the dinner and two-hour tour conducted in the Nielsen plant that no accurate knowledge of total audience could be had from either the telephone coincidental or the "diary" as recently proposed by C. E. Hooper, champion of the coincidental in determining program popularity.

First difficulty of the coincidental, he charged, is that its basic information is both incomplete and unreliable. This he attributed to busy signals, refusal to answer, refusal to identify program, ignorance, a desire to appear highbrow, small children and foreign language problems.

Hits at Both

Throughout his address which followed a lavish buffet dinner, Mr. Nielsen hammered away at the Hooper and CAB reports, charging that both admitted the surveys do not report total audience, but only program popularity of persons restricted to urban and telephone groups.

"The quadruple ambiguity of the telephone coincidental," Mr. Nielsen declared, lies in the phrasing of the opening question put to the telephone listener.

"'Are You Listening To Your Radio Now?' is a question that cannot be accurately answered in one statement.

"Does it mean 'Me or the entire family?'" he asked his audience, adding: "Does it mean to one receiver or to three? Does it mean this instant?"

The entire family is not checked, receivers are not checked, the economic and social factors are not considered and hence, listening cannot be defined, he said.

On the subject of the Hooper "Diary" Mr. Nielsen said such data would be equally unreliable.

Gives Reasons

He advanced as reasons: (1) such methods create artificial and excessive listening; (2) recording of data involves human error and omission; (3) the sample is non-representative since mail cooperators are not typical (comprising people who are "nuts about radio" or who like to write letters).

But, he said, greatest objection to the "diary" method, is that it merely "shifts from one non-representative sample to another non-representative sample," with the added disadvantage of conditioning each home sampled.

Both the present telephone coincidental and the "diary" methods are obviously incapable of meeting the future needs of the radio industry in regard to FM and television, Mr. Nielsen concluded.

The session, first of a series planned by the Nielsen company, was sponsored by the Chicago Radio Management Club.

GAG WRITERS SEEK TO PROTECT RIGHTS

LEGISLATION to amend the copyright laws to protect radio gag writers will be introduced by Rep. Vito Marcantonio (AL-N. Y.), he said last week following a conference with representatives of the Gag-Writers Protective Assn., New York.

George Lewis, president of the association, now in its second year, said his organization is campaigning for passage of the amendments because the present laws do not protect literary properties which are complete in less than 50 words —the length of most gags. The Gag-Writers Protective Ann. was organized to "protect" the public from the use of repetitious jokes on the air by spotlighting the abuses, according to Mr. Lewis. "Now with the cutback in radio comedy due in the fall," said an announcement from the organization, "the GPA is now searching for new avenues of revenue for the gag writers."

Representative Marcantonio said he planned to investigate the complaints of the GPA and to introduce "proper legislation." "I think it's a shame that these fellows are given no protection because of the number of words in a gag," said the New York Congressman. Mr. Lewis said the GPA had asked for appointments with Senators Mead and Wagner, both Democrats, of New York, but that the Senators did not see them.

Johnson Appointed

R. W. JOHNSON, former lieutenant commander in the Navy, has been appointed coordinator of radio and national advertising for Marshall Field & Co.

NEW type 30 minute musical listener-participation program featuring Allen Jones as vocalist-m. c. is being transcribed by Teleways Radio Productions Inc., Hollywood, for local sponsorship. Titled "The Allen Jones Show," 52-time program will have Ray Sinatra and orchestra supplying instrumental background.

WAIT 'TIL THE BRONX HEARS THIS

New York Stations Honor 300th Birthday Of Brooklyn as a Community

CELEBRATION of the 300th anniversary of the beginning of Brooklyn as an organized community was the subject of special programs last week on most New York stations.

A sea-going voyage to re-discover Brooklyn was arranged by WOR New York, during which the station broadcast a special program on June 11, 1:30-1:45 p.m. as the boat docked at the Hamilton Street ferry slip with its cargo of WOR and MBS stars.

Mayor William O'Dwyer of New York was the principal speaker June 11 on the "Salute to Brooklyn" program on WNYC New York in addition to Danny Kaye, film star, and Brooklyn Borough President John Cashmore.

A round table discussion on the future of Brooklyn was presented by WHN New York, June 12, 4:45-5 p.m., featuring Edwin B. Wilson, executive editor of the *Brooklyn Eagle*, President Cashmore, and Milton Dammann, president of the Brooklyn Chamber of Commerce. Tributes to Brooklyn were presented on the WHN *Gloom Dodgers* program the same day, 9 a.m.-1 p.m. and Red Barber, WHN sportscaster of the Dodger games, paid tribute to Brooklyn during his account of the Dodger-St. Louis game, June 12, 9:25 p.m.

A convention for the "Society for Prevention of Disparaging Remarks Against Brooklyn" was aired June 12, 7:35-8 p.m. by WNEW New York, when the station interviewed the conventioners from the lobby of the Albemarle Theatre in Brooklyn.

WBYN Brooklyn carried a series of quarter-hour broadcasts direct from Brooklyn Borough Hall on June 10, 11 and 12 featuring speeches and tributes to Brooklyn by Borough officials.

Interviews throughout Brooklyn were featured June 12 on WEAF New York's regular thrice-weekly program *Around the Town*, 7:30-7:45 p.m.

Another feature of WEAF's coverage of the anniversary was a special broadcast of the *Hi Jinx* program Monday-Friday, 8:30-9 a. m., direct from the *Brooklyn Eagle's* editorial department where Jinx Falkenburg and her husband, Tex McCreary, interviewed the editors on "What Makes Brooklyn Tick?". In addition, Ray Barrett took his WEAF microphone to Brooklyn for the pickup of his *You're on the Spot* program, 12:45 p.m., and Maggie McNellis, Don Lerch, Mary Margaret McBride and Charles F. McCarthy all observed the birthday on their programs. Sixteen greetings of 15-second station break announcements, especially recorded by WEAF stars, were broadcast throughout the day from 7 a.m. to 11 p.m. wishing a "Happy Birthday" to Brooklyn.

KOB Wants to Know Where It Stands

State College Demands Mention on Every Station Break

By J. FRANK BEATTY

KOB Albuquerque wants to know if it is a radio station or an ivy-covered echo from the campus of New Mexico State College.

By July it expects a decision that will clear the air. The decision will come from the U. S. District Court for the District of New Mexico.

This latest course of instruction in the niceties of New Mexico politics is a sequel to a legal joust last semester in which KOB received a diploma from the U. S. Court entitling it to decide what hours should be set aside for State College broadcasts.

Some time in July the court will hear argument on one of the quaintest questions in broadcast lore. The question: Must KOB obey a mandate of the college regents requiring absolutely every station break, commercial announcement, spot, transcription and call letter identification to include the phrase, "The New Mexico State College at Las Cruces"?

The college bases its right to demand this publicity on a non-pedagogic interpretation of a clause in the contract of sale executed in 1936 when Albuquerque Broadcasting Co., headed by T. M. Pepperday, bought the station from the institution. The clause stated that KOB should carry one hour a day of college programs, with each such program carrying the phrase, "The New Mexico State College at Las Cruces."

Just to prove that it isn't narrow-minded or eleemosynary, the college comes up with a shylockish demand beyond any doctrine taught in its economics department. The demand: KOB must pay it $2 for each 250,000 alleged violations of the announcement clause in the station transfer contract.

Demand for Hours

The college's entry into the field of high finance started during the regime of Gov. John J. Dempsey, defeated a fortnight ago as a candidate for the Democratic Senatorial nomination. At that time the college regents, combining cultural attainments and political acumen, demanded that college hours on KOB be choice hours. The periods specified were these: 8:30-9 p. m. Sunday, Tuesday, Wednesday, Friday and Saturday; 5:30-6 p. m. daily except Sunday; 10-10:30 a. m. Sunday. All this was in addition to the time now used by the college.

KOB went to court. The U. S. tribunal ruled Dec. 7, 1945, that KOB did not have to comply with the demand, pointing out that under the Communications Act the station must use its own judgment in fulfilling public service obligations.

Undaunted, the regents conceived the latest litigious project, asking the District Court for New Mexico, a State tribunal, for "specific performance" of the contract of sale. This performance includes the demand that the college get a free plug every time KOB makes any sort of announcement, plus the $500,000 for the 250,000 alleged violations at $2 each.

KOB counsel (Pierson & Ball) petitioned for removal of the case to the U. S. tribunal. This petition was granted.

Now it's up to the court.

NBC Time Set

CONFIRMING previous reports, American Home Products Corp., Jersey City, for unnamed product on Sept. 29 starts sponsoring *Bob Burns Show* on 84 NBC stations, Sun. 6:30-7 p. m. (EST), with West Coast repeat 8-8:30 p. m. (PST) [BROADCASTING, June 3]. Placement is through Ruthrauff and Ryan, New York. Sunday time has been filled by *The Great Gildersleeve*, sponsored by Kraft Foods Co. (Parkay margarine). With fall season latter program following 13 week summer hiatus expands Sept. 11 from 84 to 125 stations and shifts to Wed. 8:30-9 p. m. (EST), with West Coast repeat 8:30-9 p. m. (PST). *The Great Gildersleeve* takes over NBC time formerly occupied by *Raleigh Room With Hildegarde*, which has been cancelled. Needham, Louis and Brorby, Chicago, services margarine account.

CBS Glossary

THE CBS 85-page book, "Radio Alphabet," glossary of radio terms, published last March by Hastings House, is among the selections of the Trade Book Clinic of the American Institute of Graphic Arts for the month of June. Monthly selections are chosen on basis of typographic design and excellence of production. The book got the second largest number of votes among the seven books picked for June.

'LIFE' ON AIR
Magazine, Y&R, CBS Confer On Corwin Series

FOR MORE than a year Henry Luce's *Life* magazine had blown hot, then cold, on the notion of sponsoring a network radio show. Last week in New York, *Life* reportedly was blowing hot again.

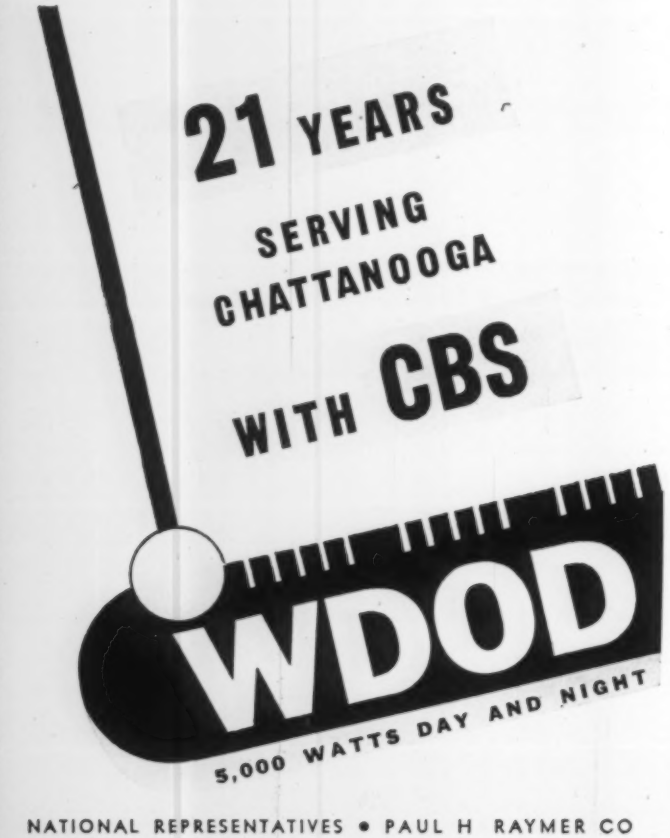
Executives of the magazine, CBS and Young & Rubicam were admittedly discussing the possibility of *Life's* sponsoring a series of programs by Norman Corwin upon the famed writer-producer's return from his Willkie Memorial round-the-world flight on which he embarked last week (see story page 48).

But observers thought it a fair bet that *Life's* interest would chill before contract-signing time came around. It seemed evident that *Life's* editorial policies, while leaning toward the one-world ideas of the late Wendell Willkie (whose Presidential candidacy Mr. Luce endorsed), hardly leaned as far toward internationalism as Mr. Corwin's did. There were more than financial adjustments to be made before *Life's* eye met Mr. Corwin's.

MBS Board Meet

ONE of the shortest MBS board meetings on record was held last Tuesday in New York when the Mutual directors met for their quarterly meeting. They discussed budget and the usual routine operations. Next meeting will be held in Chicago Oct. 19, prior to the NAB convention on Oct. 21-24. Those attending the meeting under the chairmanship of Alfred J. McCosker, WOR New York, were: Edgar Kobak, president of MBS; J. E. Campeau, CKLW Detroit; Chesser Campbell, WGN Chicago; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; John Shepard 3d, Yankee Network; Linus Travers, Yankee Network; Theodore C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee Bcstg. System.

RALPH L. POWER Adv., Los Angeles, has resigned account of Universal Microphone Co., Inglewood, Calif.



NATIONAL REPRESENTATIVES • PAUL H RAYMER CO

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY
presents
MYSTERY HOUSE
— NOW TRANSCRIBED —
Available in a number of good local or regional markets.
This is one of the most exciting half-hours
in radio! THRILLS FOR THE WHOLE FAMILY
KEEP OUT

Results Count In Public Service Too!

A series of **only** nine successive nightly dramatic broadcasts—seven 30-minute and two 20-minute—entitled "This is a Different War", written and produced by KYA's staff, brought this response from San Francisco-Bay Area listeners:

1,200,000
CANS OF FOOD

For the Starving Children of Europe and the Far East.
This phenomenal response—unprecedented in radio history brought the following comment from the director of the food drive:

I and great numbers of other people who heard these programs have a new concept of the part played by Station KYA in the field of public service.

With kind personal regards, I remain

Very sincerely yours,

(Reverend) James M. Murray, Archdiocesan Chairman
FOOD FOR THE CHILDREN OF EUROPE AND THE FAR EAST CAMPAIGN

KYA
SAN FRANCISCO

Represented by
ADAM J. YOUNG JR., INC.

NEW YORK—CHICAGO
LOS ANGELES—SAN FRANCISCO

Can Co. Cancels

CONTINENTAL CAN Co., sponsor of "Celebrity Club" on CBS, Sat. 10:15-10:45 p. m., cancels show effective June 29 because of material shortages. Agency is BBDO New York.

Rate Reductions

REDUCTIONS in radiophoto rates between the U. S. and six overseas points have been placed in effect by RCA Communications. Transmissions between New York and Stockholm, Nuremberg, Berne, Rome and Buenos Aires and between San Francisco and Honolulu are involved. New rates are $20 for transmission of a minimum of 150 square centimeters and $10 for each additional block of 100 square centimeters. Reductions in rates between New York and Cairo and between San Francisco and Melbourne are contemplated.

SPOT ADVERTISERS DIVIDE BUDGETS

Time for Programs and Announcements About Even, June Report Shows

DISPELLING the common idea that spot announcements make up practically all national spot advertising on the air, an analysis of a representative group of 300 national spot schedules published in the *NRR Spot Radio Advertising Report* for June shows an almost even division between programs and announcements. A breakdown of the material broadcast by these 300 national and regional advertisers comprising all types of products, shows 54% sponsoring spot announcements and 46% using spot programs.

Breakdown specifically shows:

	Number	Percent
Using only spot announcements	124	41.4
Using only spot programs	98	32.6
Using both spot announcements and spot programs on same schedules	78	26.0
Total	300	100.0

National Radio Reports defines spot as all segments of five or more consecutive minutes, spot announcements as segments of two minutes or less, including chain and station breaks, weather reports, time signals and announcements placed in sponsor-participation programs.

ARCHIE S. GRINALDS

Announcing

THE APPOINTMENT

OF

Archie S. Grinalds

Formerly Stations Relations
American Broadcasting Company

AS MANAGER OF

Radio Station

* *WMOB*

Mobile, Alabama

★ WMOB - A NUNN STATION - IS OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

New Television Package Firm Is Formed in N. Y.

A NEW package firm known as Television-Radio Enterprises which will specialize in developing new writers and talent as well as formulate package shows was formed last week in New York.

Officers of the new company are Louis Stumer, president, for the past four years with the Army; Hugh Hole, vice president, formerly administrative executive of the Benton & Bowles radio department; Selma Wickers, secretary, formerly executive secretary with Biow Co.; and Lawrence (Jack) Hurdle, executive producer with Benton & Bowles.

Firm will start with five new radio shows and three television programs. It is located at 104 E. 40th St., New York City.

High Court Press Rule May Affect Newscasters

A SUPREME COURT decision upholding the right of a newspaper to criticize judges and other public officials is expected to have an effect also on the right of radio commentators to criticize.

The high tribunal June 3 unanimously reversed contempt of court convictions against the *Miami Herald* and John D. Pennekamp, associate editor, for two editorials and a cartoon critical of court proceedings. The newspaper had been fined $1,000 and Mr. Pennekamp $250 by the Dade County Circuit Court.

Justice Stanley F. Reed, who wrote the opinion, said: "Free discussion of the problems of society is a cardinal principle of Americanism—a principle which all are zealous to preserve." Concurring opinions were written by Justices Felix Frankfurter, Frank Murphy and Wiley Rutledge.

Bamberger Seeks D. C. Structure for Television

BUILDING permit for a $100,000 structure to house the television transmitter of Bamberger Broadcasting Service in Washington has been filed with District of Columbia authorities by Harry S. Wender, attorney representing Bamberger. Structure and 300-foot tower will be erected at 40th & Brandywine St., N. W., on a high ridge adjoining a surburban business area. Cost figure does not include equipment.

Bill to forbid construction of television towers in residential areas (HR-5867), introduced by Rep. McMillan (D-S. C.) at request of several residents near the site, has been reported without recommendation by a subcommittee to the full District of Columbia in the House. Several hearings were held on the bill by the committee [BROADCASTING, May 20, 27], with District officials supporting the Bamberger project and selection of site.

Meanwhile Sen. Clyde Hoey (D-N. C.), as acting chairman of the Senate District Committee, introduced a bill (S-2308) which would, in effect, limit the height of radio or television towers in residential-use districts in Washington to 60 feet. His bill, presented by request of a group of Washington citizens, would amend the zoning laws to limit the height of radio or television antenna towers to that of dwellings. They are restricted to 60 feet in residential areas where streets are 60-65 feet wide. Senator Hoey said he was asked by a "citizens committee" to introduce the amendment, but he wasn't familiar with its purpose.

Harmon Names

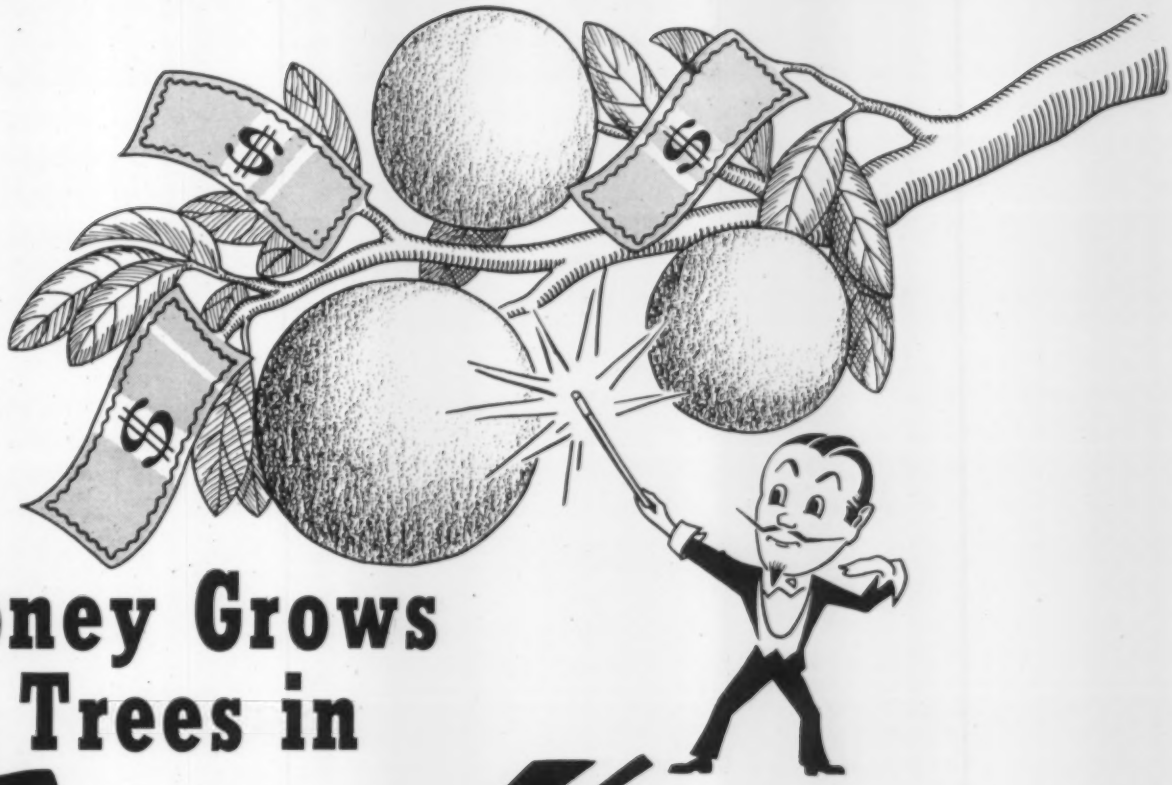
HARMON WATCH Co., New York, has appointed Lester Harrison Inc., New York, to handle advertising with Ed Fessler as account executive. Company now is using a combination time signal and spot announcement on 62 stations throughout the country which will be increased to approximately 85 stations by the end of this month. Campaign calls for double the amount of these stations in September.

'Round the clock . . .

'Round the week . . .

More people listen to WSYR than to any other Syracuse station!

WSYR Syracuse, New York



Money Grows on Trees in *Magic Valley*

Nope . . . you won't find a tree in Magic Valley that grows cold, hard cash, but lots of folks down there make a living picking money off the trees. It's in the form of grapefruit, oranges, and limes, and at the end of last season they had $40,650,000 in their pockets . . . ready to spend.

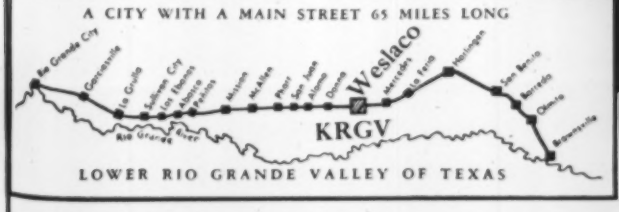
These Valley people weren't satisfied with this meager sum, so they kept right on pickin' vegetables and cotton. By the end of the year their income was over $650 per person, or a total of 165 million dollars. Bigger and better crops are grown the year 'round in Magic Valley. It's a market that is expanding—it's steady—it's PERMANENT.

Strategically located in the geographical center of this rich area is KRGV, whose clear, effective signal broadcast dominates Magic Valley from one end to the other. It's the most effective means of attracting the many magic dollars of the Valley Folks.

AFFILIATED WITH NBC
MEMBER • LONE STAR CHAIN
VOICE OF ONE OF THE RICHEST
Permanent MARKETS IN AMERICA

1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO
AND STUDIOS AT TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

1000 Watts



AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN Radio Sales

KANS
NBC in WICHITA
KANSAS' No.1 Market
Represented by
HEADLEY-REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco : Los Angeles

Radio Training in Seminaries Is Seen By Joint Church Group as Acute Need

THEOLOGICAL seminaries must provide training in radio techniques if churches are to utilize efficiently the facilities of broadcast stations, according to a study of religious broadcasting just completed by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian churches. The report was presented last Wednesday to the annual meeting of the American Assn. of Theological Seminaries at the McCormick Theological Seminary, Chicago.

Need for trained religious broadcasters already is acute but will become more so with advent of FM, according to the report. FM will make available much more free time, it is predicted, and foresighted religious groups will be able to construct and operate their own FM stations.

Report was prepared by Rev. Everett Parker, director of the joint committee, and Dr. Ross Snyder, associate professor of religious education in the Federated Theological Faculties of the U. of Chicago. It covered sustaining programs broadcast by groups representing the three denominations.

Quality Poor

Quality of religious programs of all types presented over local stations by local church groups is poor when measured by standards of good broadcasting, the report stated. It revealed that the number of week-day interdenominational programs almost equals the number of Sunday broadcasts, with only a small percentage of them heard during the best evening hours. "The bulk of week-day religious broadcasting is done at a time when the listening audience cannot include any great number of men or children," the report stated.

A weakness in programming was noted by the report in referring to its finding that while the bulk of religious radio listening "must of necessity be done by women," not a single council of churches reports a program conducted by and for women. A trend toward improvement in programming was found in the fact that religious news broadcasts are growing in popularity. Most prevalent are devotional programs consisting of music and talks.

Sustaining Time Issue

About a fifth of the councils stated that one or more stations in their communities had failed to grant them sustaining time but no council reported that it was barred from the air entirely because of its inability to get some station to donate the necessary time.

Cost of television broadcasting will be high, it is stated, precluding the possibility of religious organizations entering the field through station ownership. Free time may be plentiful in the early years of video, it is predicted, but later a high degree of showmanship will be necessary to provide programs acceptable to station management.

Sterling Fisher, director of the NBC *University of the Air*, told the annual meeting of the association that seminaries lacking radio courses are obsolete. He said the church "has been more backward than any other social organization or social group in adopting modern methods of instruction and communication of ideas."

Video Guild Organized In N. Y. to Study Art

NEWEST television organization is Video Guild, founded in New York by a group of young people interested in studying television. Group will hold informal discussion meetings open to anyone with an interest in television or who is working in or studying any phase of the video field. Plans for the forthcoming year will be formulated at the next meeting, tentatively scheduled for the evening of June 19, with the meeting place not yet definite.

Lillian F. Teitler, time and space buyer of Williams Adv. Agency, has been named chairman of the guild. Doreen Christopher of Shell Oil Co. is secretary-treasurer. Shirley Kriegel of Biow Co. and Murray Harris, Television script writer, formerly with NBC, are in charge of publicity and public relations.

Sandstrom Is Treasurer Of National Union Radio

EJNAR O. SANDSTROM, formerly secretary-controller of the National Union Radio Corp., Newark, has been elected treasurer of the firm. Paul W. Schuette, former assistant secretary was named secretary and Jerome V. Deevy, acting assistant secretary, appointed assistant secretary. S. W. Muldowny was reelected as president.

Board of directors elected at the annual stockholders' meeting last week included: Mr. Muldowny; Henry L. Crowley, president of Henry L. Crowley & Co., West Orange, N. J.; and Paul V. Galvin, president of Galvin Mfg. Corp., Chicago (all reelected); Kenneth G. Meinken, assistant to Mr. Muldowny and F. A. Turnquist, director of manufacturing and engineering; and Philip Dechert of Philco Corp.

Newsletter Started

BI-WEEKLY video newsletter, "Television Analyst," has been started to provide surveys and analyses of video programming, production and advertising for television broadcasters, advertisers and agencies. W. E. Marvin, former television editor of Billboard is editor of the new service, which will carry no advertising. Publication headquarters are 366 Madison Ave., New York.

VIDEO DEMAND
L.A. Housewives Are Polled On Set Buying Intent

SLIGHTLY more than 38% of Los Angeles housewives interviewed claimed their families were ready to buy a television set costing $200. This was disclosed as part of a study covering 602 housewives in high, medium and low income groups, prepared by Ross Federal Research Corp. for Dorothy S. Thackrey's projected video station in Los Angeles.

Further questioning produced fact that 20.10% were willing to spend $150 for a television set. On the negative side, 17.10% were undecided and 24.41% were not prepared to spend that much money.

Queried whether they would "buy a television set now which would give you pictures equal to the movie of today" or "wait from two to five years for colored pictures, similar to present day technicolor movies," 37.20% said they would buy now while 62.80% said they would wait.

AFRA Meeting

ANNUAL MEETING of Chicago AFRA was held June 4 in Continental Hotel with election of members to the board of directors and the national board occupying the evening's program. Elected to the Chicago board were: Virginia Payne, Chicago president; Jay Jones, executive secretary; Harry Elders, Kay Campbell, Constance Crowder, Hellen Marr Van Tuyl, Herb Butterfield, Willard Watterman, Eloise Kummer, Marilou Neumyer, John Gannon, Cliff Norton, Robert Kessler, Fran Allison, Al and Win Stracke, Dean Reed, Norval Taborn, Norm Barry, Norman Pierce, Bob Murphy, John Haltman, Jim Campbell, Myron Wallace, Ed Wojtal. National board members elected were: Charles Irving, Al Stracke and Vincent Pelletier.

Canadian Year Book

CANADIAN RADIO YEAR BOOK and "Who's Who" is being published at Toronto by a trio of Toronto newspapermen, Hugh S. Newton, Jack Boothe and Malcolm R. Mallory. Book contains full data on all phases of the Canadian radio industry.

"It sure was nice of WFDF Flint to announce dat lady's party."

Newest v-h-f power triode for FM and TELEVISION

TYPE
GL-9C24
TRANSMITTING
TUBE

- Frequency up to 220 megacycles at maximum plate input.
- High power output—see ratings!
- All the electrical characteristics of ultra-modern h-f tube design.
- Sturdy and COMPACT, for close side-by-side tube mounting.
- G-E RING-SEAL construction . . . gives generous terminal-contact areas.

RATINGS

Filament voltage	6.3 v
Filament current	250 amp
Grid-plate transconductance	11,000 micromhos
Interelectrode capacitances:	
Grid-filament	23 micromicrofarads
Grid-plate	15 micromicrofarads
Plate-filament	0.7 micromicrofarads
Type of cooling	water and forced air
Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):	
Max voltage	5,000 v
Max current	2 amp
Max input	10 kw
Max dissipation	5 kw
* Useful power output, typical operation (at 4,000 v and 1.7 amp, band width 5mc)	3.4 kw
Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):	
Max voltage	6,500 v
Max current	2 amp
Max input	12 kw
Max dissipation	5 kw
* Useful power output, typical operation (at 6,000 v and 1.3 amp)	6.4 kw

*Includes power transferred from driver to output of grounded-grid amplifier.

GENERAL ELECTRIC'S great new power tube for FM and television—Type GL-9C24—combines high power output at very-high frequencies with unexcelled advantages of design. *This is the tube you want and need,* for the power amplifier stages of new transmitters now on your drawing-boards!

In FM use, a pair of GL-9C24's, operating conservatively, will put out more than 10 kw of power. In television, broad-band tests prove that a pair easily will deliver in excess of 5 kw at synchronizing peak level.

No neutralization is required when GL-9C24's are employed in a properly designed line or cavity type of grounded-grid amplifier—the circuit to which this tube is particularly adapted. Other features: . . . Lead inductance is extremely low. All external metal parts are silver-plated, to reduce r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass bonds are used throughout. Ring-seal design gives large terminal-contact areas, with correspondingly improved efficiency.

G-E tube engineers are ready to work closely with you on the application of this *new* v-h-f tube to your *new* FM and television transmitters. Phone your nearest G-E office, or write the *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

WGY THE *FIRST* STATION IN THE GREAT NORTHEAST

WGY listeners heard the first radio drama just twenty-four years ago this summer. It was the first time anywhere. "The Wolf," by Eugene Walter, directed by Edward H. Smith, originated in the Schenectady studio (there were no networks then, remember!). The atmosphere of the theater was brought right into set owners' living rooms, complete with orchestra and intermission. Thus, the WGY audience had a preview—albeit a lengthy one, lasting over two and one half hours—of a form of entertainment that has since become one of the foundations of radio programming all over the world. And WGY was the first station to present these dramas by the WGY Players as a weekly feature, beginning that September.

Listeners have looked to WGY for twenty-four years for top quality programs. Sponsors, today, look to WGY as one of the top stations in the Great Northeast.

FIRST IN COVERAGE
FIRST IN PRESTIGE
FIRST IN AUDIENCE-APPEAL

GENERAL ELECTRIC
WGY-283

WGY SCHENECTADY, N. Y.

50,000 watts—NBC—
24 years of service

REPRESENTED NATIONALLY BY NBC SPOT SALES

FCC Closes Chicago Hearing On FM Station Applications

FCC hearings in Chicago on FM applications started June 3, were concluded Wednesday by Examiner Samuel Miller with testimony of the United Auto Workers (CIO), applicant for FM outlets in Flint, Detroit, Los Angeles, Chicago and Cleveland.

Allen W. Sayler, UAW radio director and former FCC investigator, said the international union would control 50% of all stock, with the remainder sold to other groups regardless of labor policies. No programs would be censored, he said, a practice he described as "repugnant to the American tradition of free speech and a free press."

Broadcasts by political candidates would not be censored or deleted, he said, "except for reasons in accordance with the laws of existing regulations." NBC counsel suggested this policy might be a ruse for union speakers to enjoy unlimited freedom.

Duplication Criticized

Motion by Joseph Mattson, director of UAW-CIO Broadcasting Corp. of Illinois, to subpoena David Sarnoff, RCA president and NBC board chairman, was withdrawn when NBC proposed to provide an RCA witness at FCC engineering hearings in Washington late this month.

Mr. Mattson echoed charges made earlier in Detroit [BROADCASTING, June 10] that production of FM sets was being deliberately held back. He called on RCA to provide data on its control of basic radio patents, which he said had an important bearing on the number of FM sets available to the public.

Duplication by NBC of its AM programs, he charged, would deprive the public of program variety and keep the small businessman from operating in competition with corporations "plentifully supplied with money but not required to expend as much for their initial investment."

In opening the hearings Monday Examiner Miller stated that the FCC had withdrawn three of the 12 available channels, leaving nine available for the 12 Chicago applicants.

FCC was criticized by John B. Moser, counsel for Nathan Schwartz, real estate operator. Mr. Moser said his client was withdrawing his FM application because the FCC "apparently favored" present AM licensees by its willingness to permit duplication of AM broadcasts. "It is impractical for a newcomer, from a financial viewpoint, to compete with powerful AM stations if duplication is allowed," Mr. Moser testified. "If the Blue Book can criticize present programming, how can the Commission consent to duplicating those very programs on FM?" he said after leaving the stand.

Percentage Given

WSBC and WGES, foreign language outlets in Chicago, said they would duplicate programs on their FM stations and that their commercial-sustaining radio would be approximately 60-40%.

Gene T. Dyer, WAIT Chicago general manager, told of program changes effected in the last year. "By eliminating programs too filled with mail order and direct advertising, religious broadcasts, participating programs and programs copious with spots and station breaks, we reduced our revenue $160,000 annually, but we were able to provide a balanced program schedule that was satisfactory to the majority of our listeners," he testified.

Testimony by WAAF, Chicago station singled out by Petrillo as a Lea Act test, did not go into the music situation. Bradley Eidmann, manager, said racing results had been dicontinued April 9 in the interest of better programming.

New Distribution Section Is Established by RCA

RCA has announced the creation of a distribution department, to establish and direct its victor distribution policies and methods and also to act in an advisory capacity on general sales policies.

It was also announced that Walter M. Norton, director of the education and training division, was named director of the new department.

The new department will be responsible for the activities of the market research division, education and training division, RCA Victor regional managers and the RCA Victor Distributing Corp. In addition, the department will provide consulting service to RCA Victor distributors for their assistance in financial, administrative and procedural problems.

Cantor Awards

DENVER and Newark have tied for first place among American cities of 250,000 or more population in the results of a nationwide traffic safety campaign, which Eddie Cantor has been conducting in cooperation with National Safety Council on his regular Wednesday night broadcasts on NBC. Identical gold trophy awards will be made to both winning cities during the final *Eddie Cantor Show* broadcast of the season, June 19, 9-9:30 p.m., when the mayor of Denver and the director of public safety of Newark receive the trophies. The Cantor program is sponsored by Bristol-Myers Co., New York through Young & Rubicam.

VIDEO quiz show, "Fare Enough," has started on WRGB Schenectady, produced by ABC. Bobbie Henry and Dick Goggin are directing the program for ABC.

Denny Would Like More School FM

Acting FCC Chairman Writes Views in Magazine Article

CHARLES R. DENNY Jr., acting FCC chairman, would like to see "hundreds of FM stations" operated noncommercially by educational institutions in competition to commercial stations, he wrote in the July issue of *Everybody's Digest*. He'd like to see television in every community and newspapers by facsimile under the general head, "If America Had a 10-Year Plan."

Mr. Denny's article follows:

"I would like to see communications in America advanced to a point where you would be able to send a telegram anywhere by writing it out, dropping it into a convenient box on the corner and inserting a coin. And to make a telephone call to any city in America, you would merely dial a prefix for your party's city and then dial his number.

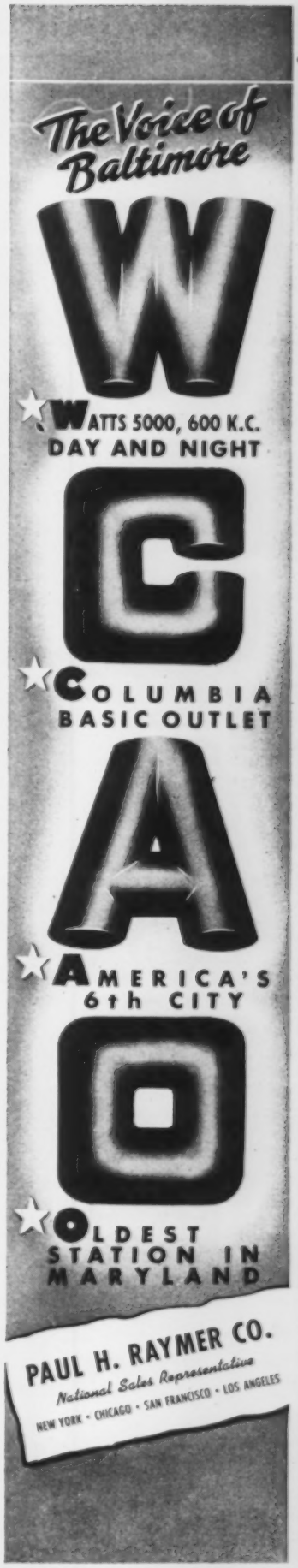
"I would like to see several thousand FM radio stations with adequate network facilities making this type of static-free broadcasting, available to every home. In addition, I would like to see hundreds of FM stations operated on a non-commercial basis by educational institutions and broadcasting programs of interest to schools and the general public. Such an abundance of stations would foster a degree of competition that could be relied upon to raise program standards far above what they are today.

"I would like to see television available to every community in the nation. Also, there should be facsimile broadcasting which will print by radio right into your living room a newspaper complete with photographs and comics.

"I would like to see agreements with other nations that would bring about a flat rate far lower than our present rates for telegraph messages between the United States and all other points in the world. Press rates would be at a level that would greatly facilitate the collection and dissemination of news. The rapid and voluminous flow of information that would result from such service would have an incalculable effect in spreading understanding around the globe."

Band For Famine

FAMINE sufferers abroad will benefit from a generous gesture of the winner of the Woody Herman "Win-A Band" contest pay-off performance June 21 in Troy, N. Y., when John Bachinsky, who won the Herman band and $1,000 in cash holds a party inviting the entire community with proceeds to go to famine relief. Bachinsky, an ex-navy man, who intends to use the cash prize to further his education, won the band for one night where it will broadcast its regular "Woody Herman Show" on ABC, Fridays, 8-8:30 p.m. sponsored by the Wildroot Company, Buffalo through BBDO, New York.



House Not to Act On Church Group

Un-American Activities Feels Case Out of Bailiwick

NO ACTION on complaints by Dr. Harvey Springer, Englewood, Colo. evangelist, and a group of Fundamentalist ministers against WNOX Knoxville because of a "no-paid religious broadcasts" policy will be taken by the House Committee on Un-American Activities, Chairman John S. Wood (D.-Ga.), said last week.

"The committee considered the complaints and felt that the issue was not within our purview," said Mr. Wood. Dr. Springer and a group of ministers called on the committee last month to urge Congressional action against WNOX and other stations which have refused to sell time for religious broadcasts [BROADCASTING, May 20].

Investigations

Committee investigators were sent to Knoxville, Denver and other cities where stations have adopted policies of accepting no money for religious broadcasts but providing free time on a rotation basis to the various denominations. The Fundamentalists lost in Supreme Court their attempt to force WPEN Philadelphia to sell them time.

Representative Wood denied the Un-American Activities Committee was planning an "overall investigation" of radio, as reported in some quarters. "Our sole interest is investigating alleged un-American activities," he said. "We are not concerned with the business of broadcasting, unless there's evidence of un-Americanism."

A report by the committee last month, urging that Congress revise tax laws to eliminate from tax-exemption expenditures for "propaganda," was attacked by the advertising division, Independent Citizens Committee of the Arts, Sciences & Professions, New York. The ICC, which led the fight in the Senate against the Lea (anti-Petrillo) Bill, now a law, adopted a statement which declared the House committee report "calls upon Congress to deny to the American people the fundamental Constitutional liberty of freedom of expression and to establish Congressional censorship of public opinion, thereby threatening the entire structure of civil liberties in this country."

'Deluged With Propaganda'

In its report the un-American Activities Committee said: "America is being deluged with propaganda by organizations which have reached the proportions of political mills, working with skill, precision and vast sums of money. Every day we see new booklets, news items, radio programs and advertisements." Excerpts from newspaper ads and leaflets, some calling for close cooperation with Russia and others assailing the Catholic Church, were included as examples of "propaganda," cost of which is exempt from taxation.

The committee pointed out that contributions to the Democratic and Republican campaign committees are not tax-exempt, "while it appears that many other groups engaging in similar political activities enjoy such exemption privileges, permitting them to operate largely at the expense of the Federal Treasury."

"We do not propose to interfere with the right of any citizen to publish his political opinions in a proper manner," said the House committee report, "but publication at the expense of all the taxpayers of this country is certainly improper and unjust. Expression of opinion is one thing, imposition upon the Government is another matter."

The committee asked that its report be referred to the Ways & Means Committee "for consideration and such action as it may deem wise and proper to stop the abuse of the so-called tax exemption and deduction privileges under our revenue laws."

'AMBASSADOR' CORWIN

Winner of Willkie Award, to Circle World on Four-Month Trip

A SERIES of programs prepared by Norman Corwin, prize-winning author-producer, during a four-month around-the-world flight will be broadcast by CBS after his return to the U. S., William S. Paley, chairman of the CBS board, announced in New York last week.

Mr. Paley's announcement was made at the Waldorf-Astoria hotel during a luncheon sponsored by the Willkie Memorial of Freedom House, the Common Council for American Unity and CBS and honoring Mr. Corwin.

Winner of the Wendell Willkie One World award, including the globe-circing air tour, Mr. Corwin left New York Friday.

Mr. Paley, congratulating Mr. Corwin on winning the award, described the tribute to the writer as "sort of double-barrelled: it bestows great honor, but it also imposes heavy responsibility." To the world, Mr. Corwin will be an unofficial U. S. ambassador.

By his and other visits to other nations, the U. S. and all the world may come better to know one another, said Mr. Paley. "It will only be when the peoples of all countries really understand each other that we have a chance of seeing our one world dream come true," he said.

Mr. Corwin, addressing the luncheon meeting, said that on his trip he intended to "concentrate on evidence of repair and mending, to listen for sounds of the construction of better things and better times, to watch for indications of oneness everywhere."

Mr. Paley (r) bids farewell to Mr. Corwin

Traveling with Mr. Corwin will be Lee Bland, producer in charge of recordings. Recordings made en route will be used as the basis for Mr. Corwin's programs on CBS after his return.

Mrs. Ogden Reid, publisher of the New York *Herald Tribune*, presided at the luncheon. Other speakers were Herbert Bayard Swope, editor and treasurer of the Willkie Memorial for Freedom House, and Malcolm W. Davis, member of the board of the Common Council for American Unity.

Letters to Editor

EDITOR, BROADCASTING:

During the war, lend-lease was a popular project.

Just a few weeks ago, I read in BROADCASTING that one Miami station had lend-leased its staff to another so that the employes of the latter station could enjoy a picnic.

The doggoned stuff seems to be contagious. On page 76 of the June 3 issue of BROADCASTING, I noted a short article about WWDC's Save-A-Life Booth for famine relief. It was a swell article until I got to the final sentence in which I learned, to my amazement, that WWDC had lend-leased Ira Walsh as Director of Special Affairs to WINX.

I have just checked our payroll and find that Ira Walsh still belongs to us.

Just for the record, I thought you ought to know.

Ben Strouse
General Manager WWDC
1000 Connecticut Ave.
Washington, D. C.

June 6, 1946

Attend Managers' Meeting

ATTENDING annual meeting of NBC's Radio Recording Division managers in New York last week from out of town were Oscar C. Turner, NBC Western Division manager of Radio Recording; Frank Chizzini, Central Division manager, and Robert Z. Morrison, Washington head.

NMY will be the call letters of a station with an exclusive frequency of 2670 kc to be used by the Coast Guard in receiving distress or emergency calls from small boat owners off New York, Connecticut and northern New Jersey coasts.

Radio Farms

BUREAU ANNOUNCES COUNTIES IN NEVADA

Results of U. S. Census Bureau's Census of Agriculture, conducted last year, show farm radio ownership as of Jan. 1, 1945. The data revealed number of occupied farms equipped with radio. The last farm set count in 1940 is not comparable, since it showed the total number of farm dwellings with radio, whereas the 1945 count shows total number of farms with radio. Thus the number of radio farms does not take into account farms with more than one radio dwelling, except for a few tenant farm areas.

OF THE 3,194 farms in Nevada with occupied dwellings, 2,673 or 83.7% had radios, according to first results of the 1945 Census of Agriculture made public by the U. S. Census Bureau [BROADCASTING, May 6]. Nevada farms equipped with radio, by counties, follow:

County	*Occupied Farms*	*Radio Farms*
Churchill	578	518
Clark	323	288
Douglas	128	121
Elko	421	320
Esmeralda	18	13
Eureka	42	39
Humboldt	167	119
Lander	34	26
Lincoln	158	147
Lyon	324	290
Mineral	71	41
Nye	139	76
Ormsby	36	32
Pershing	109	95
Storey	8	8
Washoe	492	410
White Pine	146	130

Stock Interest in F&P Acquired by Woodward

RUSSEL WOODWARD, for past year Chiago manager and vice president as well as a director of Free & Peters Inc., station representatives, having acquired substantial stock interest has been made partner and executive vice president of the firm, according to James L. Free, chairman of the board. Mr. Woodward has been associated with firm since Sept. 1934. During war he spent 40 months with Navy, ending up a lieutenant-commander.

Mr. Woodward

Under setup, Mr. Free explained, there will be no change in duties and responsibilities. H. Preston (Pete) Peters continues as president with headquarters in New York. Mr. Woodward remains Chicago manager. Mr. Free will be headquartered in Hollywood, dividing time between that city, New York and Chicago. Under new partnership arrangement, Mr. Free revealed firm is planning to greatly expand West Coast activities.

KGU

HONOLULU

first in years—
first in service

FOR FULL COVERAGE

OF HAWAII*

*** CIVILIAN POPULATION 502,122**
Territorial Board of Health Estimates, July 1, 1945

*** 1945 RETAIL SALES $427,387,316**
Based on Sales Tax Collections

NOW IN ITS 25th YEAR OF CONTINUOUS BROADCASTING SERVICE

NBC IN THE PACIFIC SINCE 1931

Affiliated with **THE HONOLULU ADVERTISER**
Represented by **THE KATZ AGENCY, INC.**

STATE-ING OUR POSITIONS

The better the setting, the better the jewel—the larger the crowd, the more effective the speech!

Ask for the first five states, and it will be merely a matter of opinion how close to the top Ohio will place.

Ask for a ranking coal and steel state, and West Virginia unquestionably gets an enthusiastic nod.

Ask for one of the South's most important states, and Georgia rises up as a giant of progress.

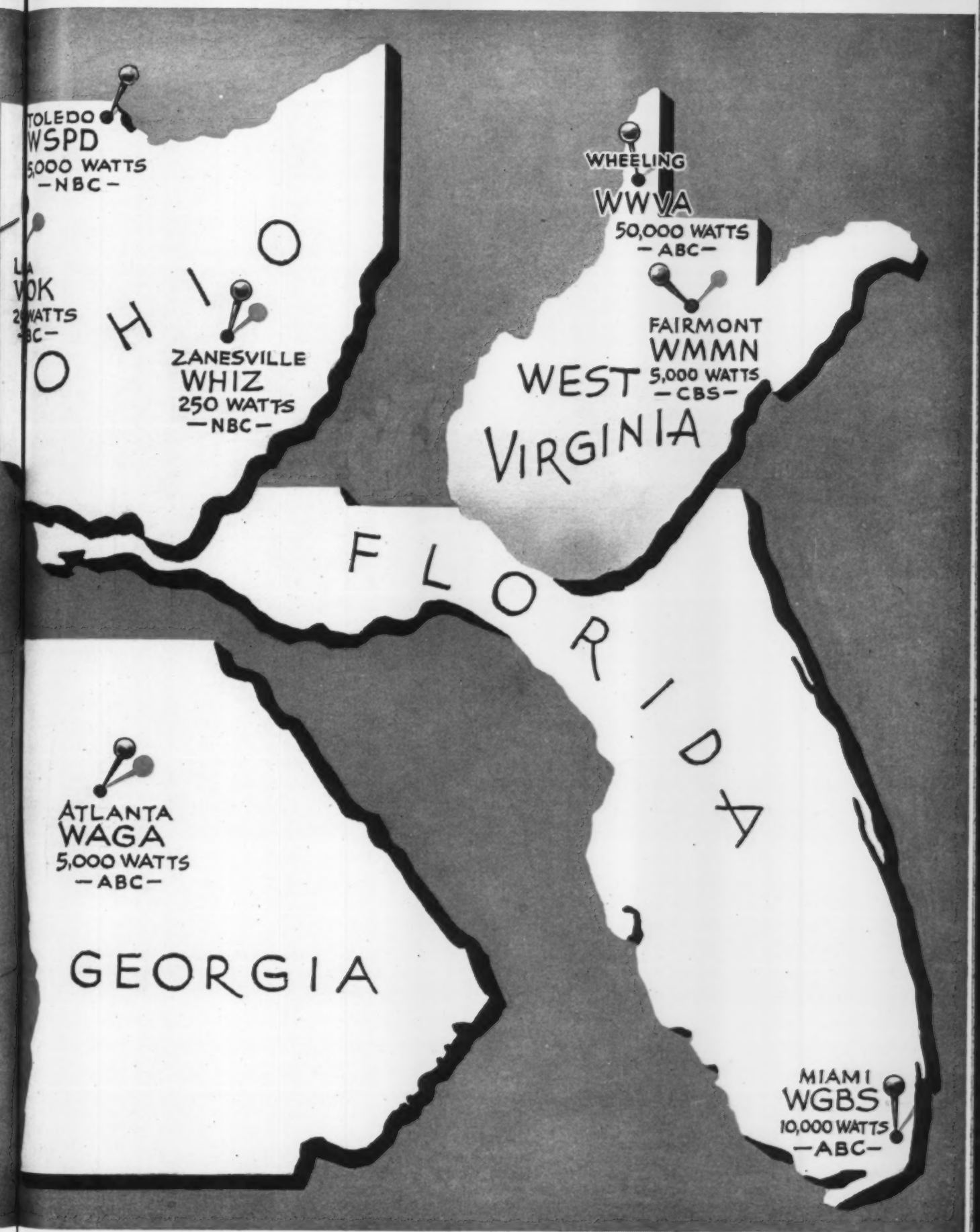
Ask for the Nation's wealthiest fruit, fun and sun state, and Florida challenges all who would compete.

And that states the Fort Industry Company's positions—3 stations in Ohio (Toledo, Lima, Zanesville); two in West Virginia (Wheeling and Fairmont) and one station each in Georgia (Atlanta) and Florida (Miami). Seven in all in these settings of established location leadership, talking to a primary area in which lives 12,850,433 persons and a secondary area population of 8,537,732.

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT


TOLEDO
WSPD
5,000 WATTS
—NBC—
LA
WOK
2 WATTS
—BC—
O H I O
ZANESVILLE
WHIZ
250 WATTS
—NBC—
WHEELING
WWVA
50,000 WATTS
—ABC—
FAIRMONT
WMMN
5,000 WATTS
—CBS—
WEST
VIRGINIA
FLORIDA
ATLANTA
WAGA
5,000 WATTS
—ABC—
GEORGIA
MIAMI
WGBS
10,000 WATTS
—ABC—

Editorial

Program Report: XV

ON MARCH 18, 1946, we published the first in a series of editorials expressing our opposition to the Blue Book—The FCC's Report on the Public Service Responsibilities of Broadcast Licensees (March 7, 1946).

We have undertaken to outline the dangers we see inherent in the Blue Book. Briefly, they are these:

(1) A continuing and more extensive control over programming by the Federal Government. (Such control now exists in fact, despite protestations to the contrary. The provisions of the Blue Book have been implemented by the FCC, and applications and renewals are being considered in the light of the Book's program yardsticks.)

(2) A gradual weakening of the American system of broadcasting, induced by a process of regulatory erosion. (This is well known bureaucratic procedure. Get a law passed. Establish a bureau. Let it issue its own regulations. And before long you have not an agency of the people, but a bureaucracy of the few. The Blue Book is but one further step in this metamorphosis. If broadcast licensees accept it, they may expect further inroads.)

(3) The possibility of Government subsidy offered to radio stations; or, it is certainly possible, the estabishment of Government stations. (This is the system now employed in Canada, Australia and New Zealand. The FCC cannot regulate free radio out of existence, but it can dilute its effectiveness and shackle its freedom.)

There will be some who will accuse us of sensationalism in envisioning such possibilities. But, on the other hand, there will be those who will recall the historic fights which have been made through the centuries for the protection of basic freedoms: and the foe to such freedom inevitably is the instrument of a peoples' own creation, their Government.

A Government must be harnessed by laws if it is not to exceed its privilege. But beyond that, the reins must be held constantly and tautly by the people.

We, in our appraisal of the Blue Book, have endeavored to avoid personalities. We have made no unqualified apologies for broadcasters—beyond saying that they produce now the best in world radio, and the best can be improved. Our issue has been with the intrusion of Government into program regulation.

That this is the design of the FCC was evident in its recent release [BROADCASTING, May 27] which introduced for the first time in a Blue Book pronouncement the term, "program structure." What is program structure, if it is not programs? Program structure is the *content*, quantitatively, qualitatively or by any other yardstick.

The FCC intends no retreat from the policy defined March 7. There is evidence to support this in its denial of the *International News Service* petition for relief from the Blue Book definition of a "wire program." [See page 31]

The Blue Book was conceived in the minds of men of Government. It was conceived spontaneously, with no audible demand from the public which should give impetus to reform if reform is indicated. It was written as great part by a man practiced in the Governmental radio art of Great Britain. It was installed in a *fait accompli* on March 7, and its effects were felt throughout broadcasting before licensees had received copies of it.

We are opposed to the tactics which produced it.

We are opposed to the way of life it portends.

We remain so, unalterably because it is not the way of life envisaged by those who stood at Concord Bridge; and those who assembled at the Constitutional Convention; and the Peter Zengers who struggled so relentlessly for freedom of the press, or those who fought so gallantly in World Wars I and II.

The answer must come from the national policy level: by court decree, by Congressional action or by Constitutional referendum.

Richer Than Fiction

IN A FEW WEEKS work will begin on production of *Magic in the Air*, the first full length picture of broadcasting's development. Jerrold T. Brandt, 32-year-old independent producer, just out of the Navy, has a budget of 2½ million dollars for the production, scheduled for release in the spring of 1947.

Here is the forward, as released to us through Mr. Brandt:

> This is the story and romance of one of the greatest world institutions. It is the struggle and heartbreak, the laughter and triumphs of the men who founded and developed radio.
>
> It is the story of how radio came to be the greatest means of entertainment, education, public service, and communication to the peoples of the world in Peace and in War; how it shortened the distance between the nations of the world—helped unite the peoples in spirit and understanding.
>
> This Saga of radio is chronicled not only by presenting the men of vision who guided the destinies of the industry but also of the entertainers who worked side by side with these men to bring radio to its great estate.
>
> This picture is dedicated to the people of radio and to the listening audience. It is through the untiring efforts of one and the sensitive appreciation of the other that it is possible to tell the story of—MAGIC IN THE AIR.

This introduction denotes that Mr. Brandt has the *feel* and the inspiration that should make this production an authentic documentary. It is a story richer than fiction. It is a pioneering first step that could strengthen the bonds between two media of expression toward the common goal of freedom.

Pass the Salt

SEN. CLAUDE PEPPER (D-Fla.) complained recently that he wasn't given time enough to "express my views" in an impromptu, ad lib Congressional interview which was conducted following the President's address on the rail strike.

The Senator, on the occasion, was given time equal to two of his colleagues who participated in the production. The network which carried the interviews offered him free time subsequently to air his views more fully. If we don't get a trust-buster on the air these days we get a filibuster.

Claude is the same salty character who suggested recently that the U.S.A. should have a super-power station, audible throughout the nation, which would carry Congressional debates. We can picture such a state of affairs, in which the Senator from Florida would be as close to the microphone as the filament. The voice of the people would become a deadly monotone.

Our Respects To—

CHARLES S. HYNEMAN

CHARLES HYNEMAN is a Hoosier. He has all the attributes—an honest, direct approach to whatever he says or does, a rather fierce mein, an unexpected sense of humor, and terrifyingly strong vocal chords. When he dictates the simplest memo to his secretary it sounds, 50 feet away, like Mussolini declaring war on Ethiopia.

But chances are, that memo will contain some suggestion to a worker or supervisor in the FCC that will help streamline the work, and cut down on the red tape that had begun to bog down the Commission. As assistant to the chairman—or acting chairman—Mr. Hyneman is endeavoring to simplify the operation of the FCC. According to latest interoffice reports, his work is showing results.

"I'm no efficiency expert," he insists. "In fact, I'm no expert. Most of the changes in operation are other people's ideas. My job is to push the good ideas through and see that they are put into effect."

Well schooled in streamlining operations, Mr. Hyneman's background includes a number of years as professor of Government at Louisiana State U. during which time he directed the Bureau of Government Research. He worked with state and local officials on the improvement of civic operation, and served as executive secretary of the Louisiana Municipal Assn. In addition, he edited the *Louisiana Municipal Review*, made studies of local Government problems, and helped organize new state department civil service procedure.

Born in Gibson County, Ind., 46 years ago, he attended Indiana U. for both his B.A. and M.A. degrees, graduating in 1925. Incidentally, Ernie Pyle, Rep. Charles Halleck of Indiana and Hoagy Carmichael were at Indiana U. at the same time as Mr. Hyneman.

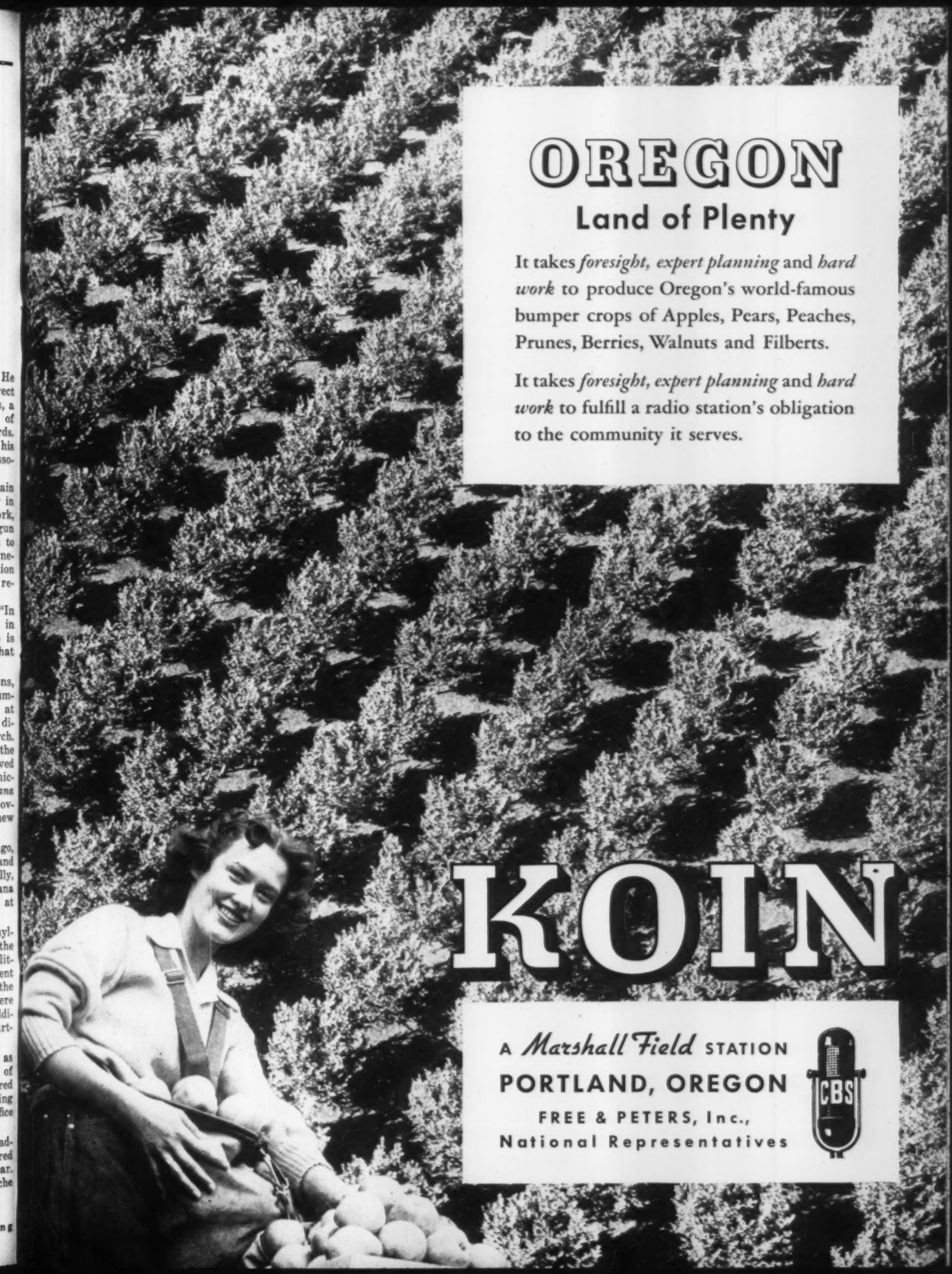
He did graduate work at the U. of Pennsylvania in 1925-'26 and got his Ph.D. from the U. of Illinois in 1929. He began teaching political science in 1928 at Syracuse U., and went from there to an assistant professorship at the U. of Illinois. The next step was L.S.U. where he actually got into Government work in addition to being head of the University's department of government.

In January 1942 he went to Washington as principal administrative analyst, Bureau of the Budget. After nine months he transferred to the War Dept. as chief of the training branch, Military Government Division, Office of the Provost Marshal General.

The position of director of Foreign Broadcast Intelligence Service at FCC was offered him in 1944 and he served there for a year.

When the FCC was caught in the avalanche

(Continued on page 54)


OREGON
Land of Plenty
It takes *foresight, expert planning* and *hard work* to produce Oregon's world-famous bumper crops of Apples, Pears, Peaches, Prunes, Berries, Walnuts and Filberts.
It takes *foresight, expert planning* and *hard work* to fulfill a radio station's obligation to the community it serves.
KOIN
A *Marshall Field* STATION
PORTLAND, OREGON
FREE & PETERS, Inc.,
National Representatives
CBS

Respects

(Continued from page 52)

of new applications and work was accelerated in every branch, the chairman—at that time, Paul Porter—decided something had to be done to cut down the work load. Fortunately, the man qualified for the job through training and experience was within the Commission—Charles Hyneman. So since August 1945 he has been assistant to the chairman.

"I have nothing to do with FCC policy," he says, "except as it may be affected through a change in operating methods within the Commission." He cites as an example a plan now in formation to simplify operators' licenses. For instance, he does not believe it necessary for the FCC to issue a license to every policeman who operates a squad car radio. He doesn't see why every police transmitter in a city has to be listed. "Why not just the city's Police Dept.?" he suggests.

Through just such measures, the number of aircraft licenses processed in April more than doubled the number processed in January. There are similar speed-ups planned throughout the Commission.

"Something has to be done to help the workers," he says with genuine concern. "Some of the engineers think nothing of working until 2 or 3 o'clock—and sometimes 5 o'clock—to get their work out. Miss Iehl and all of them in the broadcast license section have been putting in hundreds of hours overtime. That sort of thing has to stop."

Mr. Hyneman relaxes by digging in his garden at his home in nearby Riverdale, Md. Sometimes he organizes the whole family into a crop corps—Mrs. Hyneman, the former Frances Tourner, and their three children, Richard 18, Ruth Ann 14, and Betty 13. They will have been married 20 years August 21.

He is a member of the board of directors, Social Science Research Council; member of executive council, American Political Science Assn. 1940-'42; consulting editor, *Social Science Abstracts*, 1932-'33; member of board of editors, *American Political Science Review*, 1936-'37.

By the way, the "S" middle initial doesn't stand for anything. Although it could be for "Shanghai," his nickname as he was growing up. He says there is no explanation for the nickname either, it just got tacked on. This is the second middle initial he has adopted. The first was "K."

"Let's Get to the Center of Things"

Richmond is not only the capitol city of Virginia, but is also the important manufacturing, commercial and financial center. It is the point from which radiates the economic life of the surrounding area.

For advertisers who seek a market having inherent vitality — and a media that compells a high degree of acceptance for a product — WRNL in Richmond is the answer.

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

MANAGEMENT

ARCHIE S. GRINALDS, in the New York station relations department of ABC, has been appointed manager of WMOB Mobile, Ala. He formerly served as general manager of WSAI Cincinnati and assistant sales manager of the New York office of WLW Cincinnati. Previously he had been with WAGA Atlanta, Ga., WBT Charlotte, N. C., and and WMAZ Macon, Ga.

Mr. Grinalds

DIETRICH DIRKS, manager of KTRI Sioux City, Iowa, is on a month's tour of Eastern Seaboard states. He attends national Kiwanis convention in Atlantic City in his capacity as president of the local chapter.

ROBERT G. SOULE, vice president and treasurer of WFBL Syracuse, N. Y., has been appointed by Governor Dewey to the New York State Temporary Fair Commission which will study state facilities for expositions.

DR. A. W. TRUEMAN has resigned as a member of the board of governors of the Canadian Broadcasting Corp. Dr. Truman is supervisor of schools for the province of New Brunswick.

HAROLD E. FELLOWS, general manager of WEEI Boston and director of operations for CBS in New England, arranged a fishing trip last weekend at Fish Lake, Me., for CBS executives **ELMO C. WILSON**, research director; **WILLIAM B. LODGE**, director of general engineering, and **J. KELLY SMITH**, network director of station relations.

COMMERCIAL

KEN FARNSWORTH, formerly in sales promotion at ABC's New York outlet WJZ, last week was appointed the network's television sales manager, a new position.

MARTIN J. McGEEHAN, former Chicago manager of Radio Adv., has been named a principal in The Walker Co., stations representative. Mr. McGeehan had joined Walker in April.

WHCU Ithaca, N. Y., has appointed Kettell-Carter Agency, Boston, as regional representative in New England and New York State, including Greater New York City.

G. MARSHALL (Mike) JORDAN has been appointed commercial manager of WCAR Pontiac, Mich. He has been in newspaper field for 21 years, most recently in advertising department of Pontiac Daily Press.

CRAIG ROGERS, before service in the Navy as lieutenant a member of the traffic department of KDYL Salt Lake City, has been named traffic manager of KALL Salt Lake.

ARTHUR GORDON, formerly in AAF public relations and publisher-editor of the Bengal Air Depot Tiger Rag, has joined the sales department of Pan American Broadcasting Co., New York. La Cadena Azul, network of Ecuador, has appointed Pan American as exclusive representative in the U. S. and Canada. Network has stations in Ibarra, Quito, Ambato, Cuenca, Guayaquill and Portoviejo.

JOHN DIXON, WROK Rockford, Ill., commercial manager, has been named to the board of directors of the Rockford Rotary Club.

W. J. TRADER, former account executive of KXLA Pasadena, Calif., and prior to that commercial manager of KGFJ Los Angeles, has joined KSUN Lowell, Ariz., as sales executive.

PHIL A. REILLY, account executive, has returned to KIRO Seattle, Wash., following release from the Navy as lieutenant. He served overseas for 32 months.

GEORGE CREECH, who returned to NBC Chicago last January following five years of service in the U. S. Field Artillery, has been appointed local sales traffic manager of the Central Division. He was with NBC for five years prior to his entrance into the Army. He replaces **GRACE LEHMAN**, resigned.

May Switch

WHEN Fanny Brice, sponsored by General Foods (Sanka coffee), returns to the air in the fall, program is expected to be switched from Sun. 6:30-7 p. m. on CBS to Fri. 8-8:30 p. m. Period vacated by *Aldrich Family*. Switch is part of a scheduled plan that General Foods has been contemplating due to food shortages for its fall season. Format with Fanny Brice will remain the same but accompanying talent most likely will be less expensive.

Drops Replacement

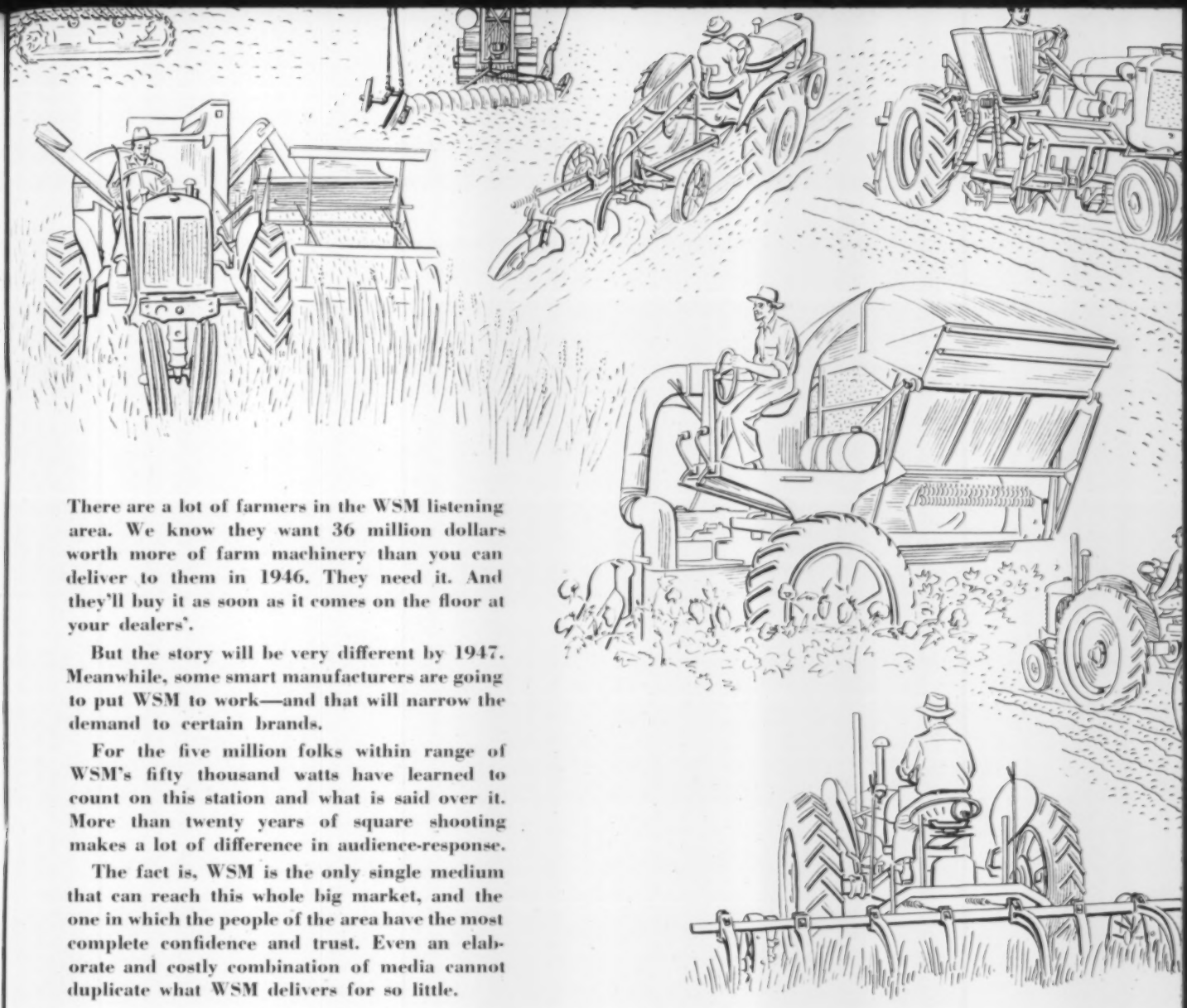
HALL BROS. Inc. (Hallmark greeting cards), sponsor of *Readers Digest-Radio Edition*, Sun. 2-2:30 p. m. on CBS, will take a summer hiatus July 14 to Sept. 12. Firm originally planned to use summer replacement but decided to take a hiatus and use money in the fall for increased production budget. Agency Foote, Cone & Belding, New York.

To The Editors Of 'Life'

Sirs: Your Lucely put together piece
Which asks the radio folk to cease
The drammer heroine's escape
From infidelity or rape;
Which begs the nets to mend their ways,
Take stock, and tighten up their stays;
Is far more pert than perspicacious,
Because its premise is fallacious—
Viz: "People don't like what they ought,
And therefore, friends, they should be *taught!*"
(Past history shows that such thought trebles—
Thus flourished one Herr Doktor Goebbels.)
So step down, Life, from your high horse. Oh,
Patience, Life, a petit morceau:
Let us have our little whims,
Our serials, our Sunny Jims;
Our Hope, our Crosby, our Sinatra,
Our news from Siam and Sumatra;
Our lectures; forums, symphony;
Our swing complete with tympanii.
Come, Life, remove that fighter's mitten
Or else we'll bundle you to Britain,
Where all day long your learned ears
Will hear scant laughter; fewer tears;
But like as not an exposé
Of "Minerals To Be Found in Whey;"
Where sure as earth revolves on axis,
The listener's fate is dearth and taxes!

RIVERA INGLE
NBC Information Dept.

DRAMATIZATIONS exposing various rackets which are victimizing the returned GI are featured in a new series of programs, "It's a Racket," which starts today (June 17) on WOV New York, 6:15 p. m. Series is based on case histories taken from files of Better Business Bureau.



There are a lot of farmers in the WSM listening area. We know they want 36 million dollars worth more of farm machinery than you can deliver to them in 1946. They need it. And they'll buy it as soon as it comes on the floor at your dealers'.

But the story will be very different by 1947. Meanwhile, some smart manufacturers are going to put WSM to work—and that will narrow the demand to certain brands.

For the five million folks within range of WSM's fifty thousand watts have learned to count on this station and what is said over it. More than twenty years of square shooting makes a lot of difference in audience-response.

The fact is, WSM is the only single medium that can reach this whole big market, and the one in which the people of the area have the most complete confidence and trust. Even an elaborate and costly combination of media cannot duplicate what WSM delivers for so little.

HARRY STONE, *Gen. Mgr.*

WINSTON S. DUSTIN, *Comm. Mgr.*

EDWARD PETRY & CO., *National Representatives*

W — Air Castle of the South — E

650 KILOCYCLES · 50,000 WATTS · NBC AFFILIATE · CLEAR CHANNEL

WSM

NASHVILLE

TRY THIS Western Electric 640 DOUBLE-A MIKE

Western Electric 640 Double-A condenser mike with associated RA-1095 amplifier.

ON YOUR TOUGH PICK-UP JOBS!

This tiny new mike—designed by Bell Telephone Laboratories—is ideal for non-directional, ultra-faithful single mike pick-ups in large studios or auditoriums.

The small diaphragm of the 640 Double-A—no larger than a penny—forestalls phase distortion, improves fidelity, and is equally suitable for highest quality AM or FM broadcasting.

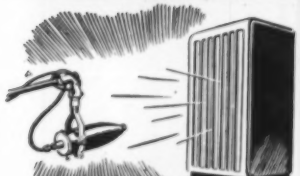
Associated with the 640 Double-A is the RA-1095 Amplifier—a small, single stage amplifying unit designed especially for this mike. This microphone-amplifier combination has an output level about 25 db higher than that of a standard high quality studio microphone, and a comparable signal-to-noise ratio.

For booklet giving full details of this outstanding new pick-up device, get in touch with your Graybar Broadcast Equipment Representative.

Ideal for single mike pick-up of large orchestras. Instruments to rear and sides are heard with greater clarity and naturalness of tone.

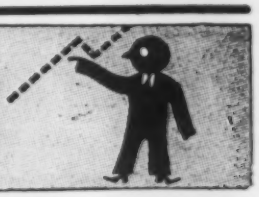
Small orchestra pick-ups—though less of a problem—are improved by use of the 640 Double-A which reduces distortion to a minimum.

As a cast mike, a *single* 640 Double-A gives clean, sharp pick-up to large groups, with maximum freedom of movement to the cast.



The Western Electric 640 Double-A mike is an ideal laboratory instrument for scientific testing of receivers, loudspeakers and other mikes.

AGENCIES



JOHN GILLIS, released from the Army after European service with Armed Forces Network and former account executive for WOWO and WGL Fort Wayne, Ind., has been appointed radio director of The Phil Gordon Agency, Chicago.

LIEBER ADV., Chicago, has moved from 228 N. LaSalle St. to 30 W. Washington St.

JANE RICE, formerly in the radio production department of Russel M. Seeds Co., Chicago, has been named radio director of W. D. Lyon Co., Cedar Rapids, Iowa.

ZACHARY LeROY, former account executive and media director of Robert Holley & Co., New York, has joined Malcolm Adv., New York, as account executive.

JOHN J. SCHNEIDER, after service as a captain in the Army, has returned to the service department of Kudner Agency, New York.

BATES COMPTON, former account executive of Geare-Marston, Philadelphia and New York, has been appointed director of service of the agency.

ALBERT JARVIS, former radio director of James Fisher Co. and Norris-Patterson Ltd., Toronto advertising agencies, and until recently Toronto office manager of Ferres Advertising Service, Hamilton, Ont., has opened an advertising agency in his own name at 73 Adelaide St. West, Toronto.

HAROLD F. STANFIELD Ltd., Montreal, has opened an office at Edmonton under management of **TREVOR C. SCHOFIELD**, who before joining the Canadian Army was with CFRN Edmonton as production manager. **DAVID G. WOOD** has been appointed radio director of the agency's Edmonton office. He has been with J. J. Gibbons Ltd., Calgary, Alta., CJCJ Calgary, and is former publicity director of CFRN Edmonton.

BARNEY LAVIN Inc., new advertising agency, has opened offices at 18 Eighth St., South Fargo, N. D. Telephone is 3333. **BARNEY LAVIN** is president of firm with **HAROLD FLINT**, formerly a member of promotion staff of Prairie Farmer Magazine, Chicago, as head of copy and layout department.

BURTON BROWNE International has been formed by **BURTON BROWNE**, president of the Chicago agency bearing his name. New firm will specialize in export marketing, advertising and distribution. Affiliation has been established with Publicidad Interamericana S. A., Mexico City.

BARNEY ROSS, former lightweight and welterweight boxing champion and recently a Marine sergeant, has joined the Blackstone Co., New York, as account executive. He currently is doing a special job for agency's Brass Rail Restaurant account as m. c. of a series of 10 wire recorded broadcasts, featuring training camp interviews with Joe Lewis and Billy Conn, which are aired on WHN New York 6:45 p. m. nightly until the heavyweight bout occurs June 19.

HOWARD KETTING, vice president of Ruthrauff and Ryan and executive on Wm. Wrigley Jr. Co. account, and **ROSS METZGER**, agency Chicago radio director, are in Hollywood for extension of weekly CBS Gene Autry program to half hour format effective June 16.

ANTHONY C. DE PIERRO, former media and research director of Paris and Peart, New York, has been appointed media director of Buchanan and Co., New York.

M. C. THOMAS, former research manager of Paris and Peart, New York, has been appointed media and research director of the agency.

GEORGE COOKE, account executive of Paul Winans Adv., Los Angeles, is the father of a boy.

MARGUERITE LIVINGSTON, formerly in charge of production of the publicity department, BBDO, New York, has joined the agency's radio publicity staff, replacing **MISS BOBBIE SCANLAN**, resigned.

JOHN H. MORRIS, after service as a lieutenant colonel in the Army, has joined Kelly, Nason Inc., New York, in an executive capacity. Previous to his entering the service, Mr. Morris was deputy police commissioner and commandant of the air warden service of the New York City Police Dept.

GENE GRIFFIN, after service with the Army, has joined Malcolm Adv., New York, as account executive. Before entering the service Mr. Griffin was with Gimbel Bros., New York.

HIRAM THOMPSON has been shifted from New York to Los Angeles as media and production manager of Abbott Kimball Co. **KAY C. JONES**, who had that assignment, has been elevated to account executive. **JOSEPHINE ANTISDEL** has joined agency as assistant to **SALLY MARTIN**, publicity director.

RALPH H. WHITMORE, radio director of The Tullis Co., Los Angeles, is setting up service offices for that agency in New Orleans and Pensacola. He returns to his West Coast headquarters about June 20.

H. K. REYNOLDS, vice president of Foote, Cone and Belding, has been made resident manager of agency's San Francisco office. He fills post resigned by **EUGENE HARRINGTON**, who set up his own San Francisco agency.

CARLETON H. SIECK, released from Navy, has rejoined H. Charles Sieck Inc., Los Angeles, as secretary and production manager.

TED STEELE, vice president of Benton and Bowles Hollywood operations, has shifted to agency's New York headquarters. **CAROL DAVIS**, West Coast publicity director of Benton and Bowles, Hollywood, is in New York for home office discussion on fall exploitation of programs.

DON ROSS, one time promotion-publicity director of KFWB Hollywood, has joined Raymond R. Morgan Co., Hollywood, to handle publicity of MBS "Queen For a Day."

J. W. HOGUE, former advertising and sales promotion director of Owl Drug Co., Los Angeles (Pacific coast chain), has joined J. W. Eccleston Adv., Los Angeles, as account executive.

CHARLES SHAW, former production manager of Hillman-Shane-Breyer, Los Angeles, has joined Brisacher Van Norden & Staff, that city, in same capacity.

STEVE SHAFFER, account executive of Western Adv., Los Angeles agency, has resigned.

HENRY MAYERS, ARTHUR MAYERS and **J. R. MAYERS**, principal owners of The Mayers Co., Los Angeles, in an agency realignment have extended partnership to include four staff members. They are **FORREST DOLAN**, copy director; **BOB MORAN**, plant superintendent; **VICTORIA WOODS**, office and personnel manager, and **ED SMITH**, art and production director. Controlling interest still continues in hands of original three owners. Profit sharing bonus plan also has been instituted for all employes who have been with firm for more than one year.

DANCER-FITZGERALD-SAMPLE, New York, has realigned personnel on American Home Products (Whitehall Pharmacal Co.) account with **F. K. BEIRN** taking over responsibility for supervising account service on all Whitehall brands. **ROBERT BUCKLEY** switches from media director to account executive responsible with Mr. Beirn for Anacin, Kolynos and Bisodol. **WILLIAM LEWIS** transfers from merchandising to account executive responsible with Mr. Beirn for Freezone, Hills, Guards and Heet.

RUSSELL R. RULLMAN, returning to The Caples Co., after three years' service as Navy pilot, has been transferred to agency's Chicago office as account executive. Prior to the war he was account executive in charge of radio for Caples in Omaha. **JAMES D. FARRIS**, released from the Coast Guard after 3½ years of service, has joined the agency, presently assigned to the Omaha staff. He will eventually transfer to Chicago office. Mr. Farris, formerly had been in the advertising department of the Union Pacific Railroad.

WALTER H. COVELL, Chicago actor and freelance announcer-writer, has joined the radio department of Bo Bernstein & Co., Providence, R. I.

JEAN ELIZABETH McFARLAND, Hollywood publicity director of N. W. Ayer & Son, and **ROBERT L. SHANLEY**, singing co-star of CBS "Summer Electric Hour," are to be married in Hollywood on July 8.

THE LASKY Co., new advertising agency, has been established in the Easton Bldg., Oakland, Calif. San Francisco office to be opened within a month. Partners of new agency are **PHILIP G. LASKY**, former general manager of KDYL Salt Lake City, KSFO San Francisco and KROW Oakland, and **WALLACE F. ELLIOTT**, for 20 years executive of the former Tomaschke-Elliott, Oakland, and later partner of Rhodes and Davis Agency, San Francisco. Most recently he has been with Cardinet Candy Co., Oakland.

DANIEL D. BEROLZHEIMER, after service with the armed forces and previously with Scott Stamp Co., New York, has joined the creative staff of Fuller and Smith and Ross, New York.

NORMAN BERTELS, formerly production manager of Kenyon and Eckhardt, New York, has joined William H. Weintraub and Co., New York in the same capacity.

PAUL E. MORGAN, after service with the AAF, and **GEORGE E. FOLEY**, Jr., released from the Coast Guard, have joined the public relations department of Newell-Emmett Co., New York. Before entering the air force, Mr. Morgan served with the OWI and WPB. Mr. Foley practiced law before the war.

FRED M. GODDARD, formerly in the production department at Doremus and Co., New York, has joined Altomari Adv., New York, in charge of production and copy.

HAROLD HOLT, New York manager of the motion picture advertising division of Foote, Cone and Belding, and **ELLISTON VINSON**, Hollywood manager of the motion picture advertising division, last week were elected vice presidents of the agency.

Army Veterans Set Up New Agency in Chicago

FORMATION of a new advertising agency in Chicago by three Army veterans was announced last week.

The new firm, which will handle radio accounts as well as other media, is Kenmore Advertising Inc. with offices at 664 N. Michigan Ave. Agency is headed by William T. Sorenson, with Syd Blumenthal and Donald B. Crowl as assistants.

Messrs. Sorenson and Blumenthal met while in the service where they were assigned to the AAF. Mr. Crowl served with the infantry. Mr. Sorenson was production manager of the Jesse Gorov agency, while Mr. Blumenthal, who will be director of media and research, was a statistician in St. Louis. Mr. Crowl, former editor of the publications division of Mayo Clinic, will direct public relations.

Practice

EXPERIMENTING in television programming without a transmitter does have its advantages, according to WHK Cleveland. Some 50 staff members during the past year have been training with dummy equipment in all phases of television production. Working on their own time in the United Broadcasting Co. television workshop, staffers have mastered many of the basic problems and will be ready for the real thing when it arrives.

DFS INCORPORATES OWN RADIO ENTITY

DANCER - FITZGERALD - SAMPLE Inc., has filed letters of incorporation in Delaware to establish its radio department as a separate entity under the name of Feature Productions Inc.

The purpose of incorporation, according to an agency official, is to divorce the creation and production of shows from the activity of the business-advertising side of the agency operation.

Those in the operation of Feature Productions Inc. will be the present radio department of Dancer-Fitzgerald-Sample and additional creative show talent. Their principal offices will be in the agency headquarters at 247 Park Ave., New York. Present operations maintained by the agency in Chicago and Hollywood will be continued in the same quarters but will be turned over to this new corporation. H. M. Dancer, president of Dancer-Fitzgerald-Sample, will actively head the new corporation. Feature Productions Inc. is expected to be in operation in approximately 30 days.

Roy Winser, radio executive, and Charles Hotchkiss, television executive, will be transferred from Dancer - Fitzgerald - Samples' Chicago office to the New York office to work with the newly incorporated radio department.

ABC Central Division Opens New Department

IN LINE with its expansion policy, ABC has opened a Program-Sales Department in the Central Division, it was announced last week by E. R. Borroff, vice president in charge of Central Division.

Department will be managed by Anthony J. Koelker, who returned to the network June 1 following three years in the U. S. Naval Reserve. Mr. Koelker entered radio in 1934 when he became a member of NBC's press department. When the Red and Blue networks were separated in January 1942, Mr. Koelker was appointed Blue Network publicity manager, Central Division, where he served until entering the Navy.

In conjunction with account executives, Mr. Koelker will contact agencies and clients to keep them informed of all ABC programs available for sale and will act as a liaison between ABC program and sales departments. His office will be located in the Civic Opera Building.

Joins L&M

R. STEWART BOYD, formerly with Young & Rubicam, New York, in a merchandising executive capacity, has joined Lennen & Mitchell, New York, as account executive on Maxson Food Systems. Prior to his association with Young & Rubicam, Mr. Boyd was advertising and sales manager of Frozen Food products, Syracuse.

TODAY——
IN CALIFORNIA'S
CAPITAL - - - -
THE SWAY IS TO
KXOA
Sacramento's Most
ALERT Station
BASIC MUTUAL
Owned and Managed By
LINCOLN DELLAR

HORACE N. STOVIN
AND COMPANY
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
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"TAP TAP" Who's There?
OPPORTUNITY INC.
Some smart sponsor tapping the rich Portland Market by means of WGAN.
STATION WGAN PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

FARMERS
PREFER WIBW BECAUSE WE'VE SERVED THEIR INTERESTS FOR 20 YEARS. WIBW IS THE FARM STATION FOR KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

PRODUCTION

DICK TUCKER, chief announcer at WEIM Fitchburg, Mass., has been appointed program director of the station. He has been awarded his B. S. degree in education from Fitchburg State Teachers College.

ESSIE TOPMILLER RUPP is succeeded at WCKY Cincinnati as chief of the continuity department by **JEAN KOOP**. Mrs. Rupp is now with Fred H. Palmer Adv. **MARY PERIN** becomes assistant continuity director at WCKY.

IRA MARION, staff writer at ABC New York, is author of a new play "So Goes the Nation," to be produced in New York next fall with Jane Cowl as star. Play concerns woman radio commentator.

ED PALEN, program director of WJW Cleveland, has been appointed to the Mayor's Emergency Food Collection Committee.

JACK TREGELLIS is new addition to the announcing staff of CKMO Vancouver, B. C.

VIVIAN MAGEE is new addition to the continuity department of KGVO Missoula, Mont. Rejoining announcing staff is **W. C. (Bud) BLANCHETTE**. He served for five years as Army infantryman.

KATHERINE S. HARGREAVES has taken over the WENY Elmira, N. Y., women's commentary, "Of All Things."

EILEEN FARRELL, star of Prudential Insurance Co. "Family Hour" on CBS, has signed an exclusive one year contract with Columbia Records.

DANA ADAMS, formerly with WFTL Fort Lauderdale, Fla., and released from service with AFRS, has been promoted from announcer to program director by KOCA Kilgore, Tex.

HARRY MARTIN, amusement editor of the Memphis Commercial Appeal, is conducting Saturday morning series on WMC Memphis titled "Ice Review," covering stage, screen, drama and music fields and sponsored by the Memphis Ice Industry.

DICK BARBER, formerly with KID Idaho Falls and KDYL Salt Lake City, has been added to the continuity staff of KALL Salt Lake City. **VERN BRUGGEMAN** is now KALL chief announcer. New to the announcing staff is **BOB HANES**, formerly with WGY Schenectady, N. Y., and **VINCE WILLIAMS**, previously with KMPC Hollywood.

JACK GOODMAN, continuity chief of KALL Salt Lake City, is the father of a boy, Nathaniel.

BOB HOPE, star of Pepsodent Co. NBC program, has been awarded the U. S. Treasury Dept. Silver Medal for his work in the war bond drives. **CHARLES LUCKMAN**, Lever Bros. president, also has been presented that award with Pepsodent receiving Distinguished Service Citation for participation in pay roll savings plan.

KAY INGRAM, announcer-writer at WJPF Herrin, Ill., May 30 was married to Dr. Arnold Herrman of St. Louis. Couple were to leave June 10 to establish their residence in Tacoma, Wash.

EMERSON SMITH, program director of KDYL Salt Lake City, has been awarded an honorary membership in the Iota Chapter of Alpha Epsilon Rho, national radio fraternity, at the U. of Utah **MARY BEHNER** and **RITA JONES** are new additions to the writing staff of KDYL. Miss Behner formerly was employed by **ARNOLD MARQUIS**, conductor of KLAC Los Angeles "Radio News Reel." Miss Jones is former director of the continuity department of KENO Las Vagas, Nev.

RICHARD SLADE, former program director of WKWK Wheeling, W. Va., has joined WBBM Chicago announcing staff following four years in the Navy.

RAY GRANDLE, WCLO Janesville, Wis., announcer, has joined WROK Rockford, Ill. **NORMAN PAUL**, released from the Army after two years' service, has rejoined the station as announcer-m.c.

EDWARD WHITNEY and **VINCENT MITCHELL**, out of the armed forces, have returned to the guest relations staff of NBC. Also out of service, **THOMAS GANNON** and **RADCLIFF HALL** rejoin network's program department and **HAROLD RITCHIE** resumes duties with NBC Radio Recording Division.

MYRON J. CLARKE has rejoined announcing staff of WWL New Orleans after more than three years in the Infantry. He was last assigned to the Philippines as lieutenant.

MARGARET CUTHBERT, NBC director of women's and children's programs, June 20 is to address 65th annual conference of American Library Assn. in Buffalo on "The How, When and Why of Radio."

A. L. FULLER, former production director at WLW Cincinnati, has been appointed to head the departments of programs and production at KGA Spokane, Wash. In radio since 1929, Mr. Fuller had joined WLW in 1942.

Mr. Fuller

MARK SHEELER, formerly at WSSV Petersburg, Va. has joined the announcing staff of WHIT New Bern, N. C.

EARL ADAMS, released from the Navy, has rejoined the announcing staff of WCMI Ashland, Ky., **JAMES KIRK**, winner of a Kentucky high school radio speech contest, has been added to staff.

ASHMEADE SCOTT has been signed as chief Hollywood writer of "Phone Again, Finnegan" when weekly program shifts from NBC to CBS on June 27.

PAUL PHILLIPS, onetime Hollywood producer of NBC "College of Musical Knowledge," has replaced **SHERWOOD SCHWARTZ** as writer on CBS "Ozzie and Harriet."

TIBBITS (Tip) CORNING has replaced **FRANK GRAHAM** as announcer on CBS "Summer Electric Hour."

CAROLYN CHIPMAN, personnel director of Don Lee Broadcasting System, Hollywood, is to be married to Lawrence A. Rear, Santa Barbara contractor, in mid-July.

RAY KEMPER, sound technician of KHJ Hollywood, is the father of a girl.

BUD ERNST, Hollywood producer of MBS "Queen For a Day," and **BETTY FURNESS**, film actress, were re-married in Las Vegas, Nev., on June 1.

BILL HAY, announcer on NBC "Amos 'n' Andy," is narrator of a fable album being recorded by Comet Inc., New York.

HELEN LOUISE MORRIS has been named to the copy department of WFAS White Plains, N. Y., succeeding **MARY ANNA ROGERS**, who has resigned to join her husband in Texas. Miss Morris formerly had been traffic manager at WATR Waterbury, Conn.

WALTER HACKETT, assistant producer at NBC New York, has resigned. **TED MABLEY**, producer, has resigned to direct summer stock theatre. **FRED PAPP**, producer, will teach a radio course at the U. of Chicago during his vacation.

HOWARD PAUL, formerly with BBDO Chicago radio department, has joined WLS Chicago as continuity editor.

Z. V. GWYNN, known to the trade as "Easy" Gwynn and for two years with WIBC Indianapolis, has been signed by WOL Washington to conduct morning and afternoon programs. He starts at WOL June 24, will handle Monday through Saturday 6-8 a. m. period and present 4-5 p. m. "Easy Does It" series.

RUSSELL D. LONG, program director of WCSC Charleston, S. C., is the father of a boy, Russell Dalton Jr. Mr. Long has been elected vice president of the Alumni Assn. of the College of Charleston.

BOB ROHLFING, continuity writer at KSL Salt Lake City, has been elected president of the U. of Utah's Class of '41 for a five-year term.

ATS Video Awards Conferred in N. Y.

Second Annual Presentations Include 24 Plaques

OUTSTANDING contributions to the advancement of television as an art and a science during the past year were recognized last Wednesday when the American Television Society presented its second annual awards, 24 plaques to 16 individuals and organizations for outstanding achievements in 13 fields of video activity. ATS, in its presentation, established a television first by telecasting the ceremony on Du Mont Station WABD New York.

Awards were given in the following categories:

Development of television commercially: Jointly to ABC and WABD, with Paul Mowrey, chief of television operations for ABC, specially cited.

Technical Honors

Technical excellence in television production: Jointly to WCBW New York (CBS) and WNBT New York (NBC). James McNaughton, art director of WCBW, was cited for his work in scenic design and staging; WNBT was honored for its camera work.

Technical advancement in the science of television: Jointly to the RCA Laboratories and the RCA Victor Division of RCA for the new image orthicon super-sensitive television camera.

Most consistent effort in developing effective television commercials: Jointly to Ruthrauff and Ryan and Lever Bros. Co.

Best sports programming: Jointly to WNBT for its coverage of boxing matches and particularly for its Army-Navy game telecast last Dec. 1, and to WPTZ Philadelphia (Philco) for telecasting football games sponsored by Atlantic Refining Co.

Best educational programming: Jointly to WBKB Chicago (Balaban & Katz) for its efforts to utilize television in Chicago Schools, and to WCBW for *There Ought To Be a Law.*

Best Children's Programming: WRGB Schenectady (General Electric Co.) for combining puppets and live characters.

For Special Events

Outstanding Special Events Program: Jointly to Allen B. Du Mont Laboratories, CBS, NBC and AT&T for their participation in the Lincoln's Birthday telecast in New York and Washington.

Outstanding Direction: Jointly to Edward Sobol, producer of *Abe Lincoln in Illinois*, and Ernest Colling, producer of *Angel Street*, both of WNBT.

Experimentally demonstrating color television: Jointly to RCA and CBS.

A special award was made to Ralph Rockafellow of Buchanan & Co. for "outstanding service to ATS" as editor of the *ATS News* and the *American Television Directory.*

The TRUTH About TELEVISION

WITH the opening of Du Mont's John Wanamaker Studios in New York, Commercial Television has become a full-fledged reality. It is fitting, therefore, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

Today, black and white television of magnificent quality is a reality—infinitely better than prewar television.

Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been overemphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today's motion pictures are in color.

Evidence of Du Mont's unqualified faith in black and white television and the commercial standards established by the Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

DR. ALLEN B. DU MONT, *President*
Allen B. Du Mont Laboratories, Inc.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black and white television.

Practical color television for the public is not yet in sight. *Black and white television is ready to serve the nation now!*

Allen B. Du Mont

NOTE: *If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, "The Truth About Color Television." Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.*

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DUMONT *Precision Electronics and Television*

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

PROGRAMS

AS Terry Gannon, 15-year-old Girl Scout learns to fly, WOR New York will "fly" with her from her first to her solo flight. New program series is being included as part of Bob Emery's "Rainbow Room" Saturday morning program. Aired in conjunction with the Piper Aircraft Corp., WCR feature presents weekly report by Terry and her instructor while in flight.

War Series End

LAST WARTIME program of Canadian Government to go off the air is "George's Wife," which is to be aired for the last time on 33 CBC Dominion network stations on June 28. Program started shortly after Pearl Harbor as "Soldier's Wife," quarter-hour Monday through Friday serial for Wartime Prices and Trade Board (Canada's OPA). Early this year name was changed to mark rehabilitation of men in uniform, but program continued to tell of WPTB regulations and in dramatized form how housewives were meeting shortages. Program is being replaced with Monday through Friday five minute "Household Counsellor" program on approximately same stations, with WPTB food rationing and other news. No information of future of French counterpart "Le Metairie Rancourt" on 14 CBC French network stations is available. Both programs have had almost top daytime Elliott-Haynes program ratings since they went on the air. English program is placed by MacLaren Adv., Toronto, French program by Canadian Adv., Montreal.

Production Shuffle

PRODUCTION operation of CBS "Hollywood Star Time" underwent a change coincidental with June 8 switch in time. The program which was formerly heard on Sun. 2:30-3:00 p. m, has switched to Sat. 8-8:30 p. m. The original show, packaged by Famous Artists, called for exclusive properties and talent from Twentieth Century-Fox Studios. The latter cancelled its exclusive participation as time change made it impossible to guarantee appearance of talent. Withdrawal of Twentieth Century-Fox eliminated Famous Artists as packager since original deal was exclusive with that studio. Show now is programmed by Foote, Cone and Belding, agency for sponsor. General Motors Corp., Frigidaire Division. Format remain the same, but properties and talent are from all studios on non-exclusive basis.

Travel Experiences

QUARTER-HOUR sustainer, "Johnny's Front Porch," started June 16 on CBS, Sun. 5:30-5:45 p. m., in period previously occupied by Gene Autry program, now switched to 7-7:30 p. m. spot. Featuring John Faulk, who, before serving with the Merchant Marine, Army and Red Cross during the war, collected "folk material" for the Library of Congress, program consists of his discussion of experiences in traveling and "listening to folks" all over the country.

Delinquency Problems

SERIES of six broadcasts dealing with principal phases of juvenile delinquency is being presented Wednesday 10:30-11 p.m. by ABC as public service feature. Titled "We, the Guilty," and referring to the adults of the nation, the first program will be opened by U. S. Attorney General Tom Clark. Each broadcast will be presented in cooperation with one of the major youth agencies of the country, the first by the Boy Scouts of America, and each will deal with a particular phase of the delinquency problem.

Winchell Replacements

SUMMER REPLACEMENT for Walter Winchell, Sun. 9-9:15 p. m. on ABC will be three commentators for a six-week period beginning Sunday, July 21. Commentators are Quentin Reynolds, who will do commentary, Ben Grauer who will give straight news, and Florence Pritchett. Sponsor is Andrew Jergens Co., through Lennen and Mitchell, New York.

Format Change

MUTUAL BENEFIT HEALTH AND ACCIDENT Assn., of Omaha, will establish new format and title for "Freedom of Opportunity," Sun. 10-10:30 p.m. (EDT) on Mutual effective July 14. New show, titled "Freedom of Opportunity Theatre Presents: Mystery Is My Hobby," will retain Mutual time but originate from the West Coast instead of Chicago. Present plans are set only for summer. Agency is Arthur Meyerhoff & Co., Chicago.

CKWX Youth Series

DAILY 5-6 p. m. program of CKWX Vancouver, B. C., "Junior Radio Theatre," is broadcast with full support of the Vancouver School Board and features leading comic strip characters and guest announcers from the public schools. Program also conducts "clean up, paint up" campaign in conjunction with Junior Board of Trade. Current essay contest, winners of which will be picked by civic organizations, has as prizes six month announcing course at CKWX under supervision of Reo Thompson, conductor of the program.

News For Farm Youth

JUNE 15 was starting date for new program on KDKA Pittsburgh, "Farm Youth News," conducted by Homer Martz, station agricultural director. Dramatizations of rural youth activities and problems is planned. Guests on program are boys and girls of 4-H clubs, members of Future Farmers of America, rural church groups, various cooperative organizations, rural scouts and representatives of the Grange.

Airs Graduation

ANNUAL graduation exercises of handicapped children of the District of Columbia who have completed required courses will be broadcast by WWDC Washington, June 18, 11:30-11:45 a. m. Although only a few can participate in the studio broadcast, all names will be read and diplomas will be mailed. The children, unable to attend regular schools, are instructed by special Board of Education teaching corps.

Series On TB

TO DRAMATIZE problem of tuberculosis and its control, KFI Los Angeles has started weekly half hour "Conquest" series in cooperation with Long Beach and Los Angeles Counties Tuberculosis Assns. Dramatic material will be taken from public health history centering on developments and personalities in fight against disease. Program is written by Carl Schlichter.

Musical Previews

PREVIEWING musicals of Hollywood Bowl, KGFJ Hollywood has arranged recorded presentations of same material in advance of each concert. Known as "Musical Digest," program consists of two hours of recordings, punctuated by interviews with guest artists performing at Bowl that week.

Interview Test

ADAPTING the man-in-the-street interview to television, WCBW New York (CBS) June 8 scheduled a half-hour sidewalk program outside Grand Central Station with Gil Fates, assistant program director, interviewing passersby. Camera was to be connected with a cable run from the station's studios in the building.

Crime Prevention

SUNDAY evening 7:05-7:15 p. m. public interest period of WCKY Cincinnati is being devoted to crime prevention for six weeks. Col. Eugene T. Weatherly, chief of the Cincinnati Police Dept., and Ralph Robuck, agent-in-charge of the Secret Service in Cincinnati, discuss crime prevention on the programs.

Civic News

FIVE-MINUTE summary of City Hall news is being aired each weekday evening by KOY Phoenix, Ariz., with Bill Richards, executive secretary to the City Manager, handling the broadcast and interviewing various city officials and department heads.

Aviation Series

CONDUCTED by Walter M. Kearney, aviation editor of the Worcester (Mass.) Evening Gazette, "Wings Over Worcester" is title of new WTAG Worcester program aired Tues. 5:15 p. m. Questions and answers, interviews and discussion of local aviation problems are presented.

Gardening Tips

SATURDAY afternoon "You Can Have a Better Garden" series broadcast by KLZ Denver is conducted by Gordon Mickle, Denver County Extension agent.

Student Music

STUDENT SPEAKER and student choral music highlight weekly youth program aired by WISN Milwaukee Sat. 2:30 p.m. A capella choir of South Division High School is presented.

Authors on Test

WELL-KNOWN authors have their imaginations and story-telling ingenuity put to a test on "Stump the Authors," ABC program started June 16 in Sun. 4-4:30 p. m. period. Sidney Mason, short story writer and actor, is m. c. Panel of three authors is given a specific "creative assignment" and each is given 30 seconds to formulate complete original story, which each then tells. Suggestions are drawn from a box and are prepared by the audience. A $25 prize goes to best story.

Educational News

BECAUSE the larger universities are overcrowded, information concerning the smaller schools is being presented by WOWO Fort Wayne, Ind., on new program series, "GI College," heard Tuesday and Thursday evenings. Representatives of the various schools in Indiana, Ohio and Michigan appear on the program to discuss the advantages of their particular institutions.

Conti Replaces

CONTI PRODUCTS Corp., Brooklyn, (Conti Castile soap and shampoo), June 27 for the summer season replaces the "Treasure Hour of Song" on MBS, Thurs. 9:30-10 p. m., with "By Popular Demand." Summer show features Ray Bloch's orchestra, Mary Small and Harry Babbitt, vocalists. Agency is Bermingham, Castleman and Pierce, New York.

Quartet on CBS

QUARTET that won this year's international championship contest of The Society for the Preservation and Encouragement of Barbershop Quartet Singing in America Inc., on June 15 was to be heard on CBS in a special broadcast from Cleveland as WGAR's contribution to the city's 150th anniversary.

Forms Advisory Committee

ALL CIVIC clubs and businessmen's groups, and several women's organizations, of Knoxville, Tenn., have been invited by WNOX Knoxville to send a representative to serve on newly formed Advisory Committee of the "WNOX Forum of the Air." Program is heard Tues. 9-9:30 p. m. Advisory Committee selects topics and speakers.

Traffic Information

INFORMATION for drivers and pedestrians on every aspect of Toronto's traffic laws, policies and problems, is being aired weekly on CJBC Toronto by Bob Kesten, discharged from the Canadian Army as captain after service with 1 kw mobile station in France. "Traffic Clinic" is aired in conjunction with the Toronto Police Dept., includes interviews with police and city officials.

Program Offered

SUMMER hiatus period of "Captain Midnight," which extends from June 24 to Sept. 20, when it returns to MBS for the Wander Co., Chicago, in behalf of Ovaltine, is being offered by the network for local sponsorship on a co-operative basis. Heard five weekly, 5:30-5:45 p. m., program is sponsored 30 weeks during the year by Ovaltine through Hill Blackett & Co., Chicago.

Interviews Witness

LESTER SMITH and his WNAC Boston wire recorder June 10 interviewed Lawrence O'Connor, an eyewitness to the murder that morning of William A. Whitcomb, 73, president of Great Northern Co., in his private office in the Boston Safe Deposit Bldg. Recording was aired following Cedric Foster's 2 p. m. newscast.

Town Affairs

TITLED "Life in Our Town" and sponsored by Nelson's of Jamestown, local department store, new Monday through Friday quarter hour program aired by WJTN Jamestown, N. Y., presents highlights of round-the-town happenings, music, interviews and homemakers hints.

Musical Interludes

IN REVISION of block program presentation technique, CKMO Vancouver, B. C., has introduced "Pleasure Listening" periods throughout both the day and night periods. Featuring uninterrupted music, periods progress from popular concert selections in the day to smooth dance tunes in the evening times.

Schedule Increased

PROMOTION program aired by WNOX Knoxville, Tenn., "Set Your Dial," has been scheduled Tues.-Thurs. 9:15 a. m. in addition to original Sat. 8:30 a. m. period. Series is based on idea that news and chatter about radio personalities and shows can be made as interesting as the Hollywood columnist program.

Baruch on Air

BERNARD M. BARUCH, member of the U. S. Atomic Energy Commission, June 14 was heard on WOR, WNYC and WLIB New York at 11 a. m. and on a rebroadcast on WMCA New York, 8:30-9 p. m., when he addressed the opening session of the UN Atomic Energy Commission.

Bowling Review

BOWLING NEWS and on-the-spot pickups from bowling alleys are aired weekly on a half-hour "It's a Strike," live program on CKWX Vancouver, B. C. Eight local bowling alley operators have pooled their advertising on this series which also features popular music.

Garden Hints

PRACTICAL information on gardening is presented on new Thursday evening program of WAAB Worcester, Mass., titled "The Family Next Door." Worcester Theatre Guild players take part in program.

To Air Races

SUMMER and fall Saratoga Raceway harness races are to be aired in part by WGFM Schenectady, N. Y., General Electric FM outlet. New broadcast booth has been built atop the main grandstand.

Now on Networks

DRAMATIZED problems of youth titled "It's Up to Youth," currently heard on WOR New York, June 15 started on MBS as a regular weekly series, Sat. 12 noon-12:30 p. m.

Programs for Children Draw Mitchell Rebuke

FCC was chided June 6 by Sen. Hugh B. Mitchell (D-Wash.) in a speech on the Senate floor for failure to include children's programs in its Blue Book. He praised the Commission's book in general and said it shows "wide gaps between promise and performance on the part of many station operators." Conceding that the FCC is prohibited by law from exercising censorship, he said he hoped it would "appropriately" exert its powers at the point of license issuance and renewal.

Sen. Mitchell suggested "wholesome entertainment and instruction" be substituted for "horror" programs. He said present programs keep youngsters away from healthful play, school lessons and household duties, besides causing "emotional tension and irritability, sleeplessness or bad dreams, and premature acquaintance with the sordid and delinquent aspects of social life."

Workshop Set

FACULTY members and curriculum for Radio Writer's Workshop, sponsored jointly by WTOP Washington and Catholic U.'s department of speech and drama, were announced last week. Courses in radio orientation, production and radio news will be presented by Hazel Kenyon Markel, WTOP director of community services; Producer-director Ed Halbert; CBS Newsman Gunnar Back. Script writing will be taught by Allen Schneider and Leo Bradley, C.U. professors. Workshop runs from July 1 through Aug. 10.

Cancels Campaign

ECONOMICS LABS., St. Paul, Minn., has cancelled its spot announcement campaign in several markets due to lack of supplies. Agency handling account is Newell-Emmett, New York.

America's greatest trio featuring vocals by Artie Dunn at the Hammond, Al Nevins' electric guitar and Morty Nevins' accordion.

ENTICING... RHYTHMIC... REFRESHING...

THE THREE SUNS AND A STARLET *

NAN WYNN, screen, stage and radio's favorite singing star who has appeared in over a dozen top-flight movies and on many an ace radio show, with Bing Crosby, Bob Hope and others.

• Wherever they're heard, THE THREE SUNS have set the nation's toes a-tapping with their tropical rhythms and velvety melodies . . . whether it's over NBC's coast-to-coast network three times a week . . . on countless records . . . in the Piccadilly Hotel's Circus Lounge . . . or as guest artists on the Fitch "Bandwagon" and The Chesterfield "Supper Club."

Now, the musical magic of THE THREE SUNS is enhanced by the glamorous voices of such song stylists as Nan Wynn, Dorothy Claire, Irene Daye. Produced like a network program, THE THREE SUNS AND A STARLET is NBC RECORDED for *local, regional* and *national spot* advertisers.

It's music styled of sunlight and stardust . . . perfected improvizations . . . including many songs THE THREE SUNS wrote themselves (one of which, their theme song, "Twilight Time," sold 2 million copies) . . . announced by network-famed Glenn Riggs as host.

An NBC Syndicated program of network caliber, THREE SUNS AND A STARLET has irresistible appeal . . . yet its cost is amazingly low. Through syndication, the expense is shared with other advertisers in non-competitive areas. Write us, we'll be glad to tell you how little it costs to make hay while the "Suns" shine.

DOROTHY CLAIRE owns a distinctive song style that's made her famous with big-name bands, at such leading nightclubs as the Copacabana and on her own network radio show.

IRENE DAYE, one of the most promising young singers in the United States (and one of the loveliest) has a big following as vocalist on a four-hour, five-day-a-week variety show.

* 15 minutes, 3 times a week
26 weeks of broadcasting

NBC .. Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

News

CLIFFORD EVANS, director of news and special events at WLIB New York, has been appointed to the newly created position of managing editor of the New York Post-WLIB news bureau. Before joining the station a year ago, Mr. Evans spent 16 years as a reporter, political writer and columnist for the New York Herald Tribune, New York Telegram, Washington Post and Brooklyn Eagle.

TOM SLATER, MBS director of special events, last week was elected president of the Sports Broadcasters Assn., succeeding his brother WOR Sportscaster **BILL SLATER**. **JIMMY DOLAN**, CBS was elected vice president; **STAN LOMAX** MBS, vice president; **ANDY LANG**, Press Assn., treasurer; **JOE HASEL**, ABC, secretary and **HARRY WISMER**, ABC, national secretary. Meeting was held in the Great Northern Hotel, New York.

TRUMAN BRADLEY, Hollywood newscaster-announcer, has been signed by Warner Bros. to narrate a series of "Flying Sportsman" film shorts.

CESAR SAERCHINGER, NBC commentator, has left New York for speaking tour of southern and midwestern states. He will return to New York in July.

PAT BISHOP, released from the Army after two years of service, has resumed as news editor of KFI Los Angeles.

BILL NIETFELD, formerly with the Philippine Division of the State Department in charge of news broadcasts, has been appointed news chief of KFRC San Francisco.

JIM ROMINE, radio information specialist for the U. S. Department of Agriculture Production and Marketing Administration, Southern Area Information Service, Atlanta, has been appointed head of the farm department of WSB Atlanta. He succeeds **BILL PRANCE**, who left the station to go into farming. Mr. Romine formerly had been radio farm director of the Alabama Agricultural Extension Service, with headquarters at WAPI Birmingham.

LEE HEDRICK, former sports announcer with WEBR Buffalo, has been added to KXYZ Houston, Tex., in that capacity.

BRUCE MacDONALD has returned to the newscasting staff of WJW Cleveland after release from AFRS. He served for two years in China and India.

BILL GRIFFITHS has been named assistant news editor of CKMO Vancouver, B. C. He supervises all nighttime newscasts.

AUSTIN LEE WILLIAMS, formerly in the newsroom of WLW Cincinnati, has been added to the newsroom staff of WOAI San Antonio, Tex. **MARJORIE HART** replaces **PATREA LINDEN** on WOAI women's news broadcast.

BETTY DEAN, member of the special events department of KCKN Kansas City, is recuperating from a major operation. She will be away from station about a month.

ELMER DAVIS, ABC news analyst, June 23 will deliver the commencement address at St. Lawrence U., Canton, N. Y., and also receive an honorary Doctor of Laws degree from the university. Mr. Davis' address will be broadcast on ABC 12:30 p. m., and in place of his regular Sunday commentary at 3 p. m. **DON HOLLENBECK** will be heard from Washington.

JIMMY FOXX, sports editor of WEEI Boston, June 10 addressed the luncheon meeting of the Massachusetts Press Assn.

STEPHEN V. FEELEY has been named by WSAY Rochester, N. Y., as news reporter in Washington, D. C. He reports to station by teletype. A former editor and Washington correspondent, Mr. Feeley also will arrange remote pickups and other special events.

EARL F. FEELEY, formerly with WIBW Topeka, Kan., has been added to the newscasting staff of WDAF Kansas City. During the war he was program director of WVDI Trinidad, British West Indies, AFRS station. He also is former announcer at KICD Spencer, Iowa, and WHNC Henderson, N. C.

ED JANNEY, AAF communications officer in the Pacific, has returned to the sportscasting staff of KOY Phoenix, Ariz.

JOE CONNORS, sports announcer at WKRZ Oil City, Pa., has been appointed general manager of the Oil City Pirates baseball club in the Middle Atlantic League. Club is a farm team of the Pittsburgh Pirates.

JACK FERN, head of the KFRC San Francisco news staff, is the father of a boy.

JOHN K. CHAPEL, chief of KROW Oakland, Calif., news bureau, has been appointed permanent member of local community chest public relations board.

WAR USE OF RADAR DEVICES EXPLAINED

ANOTHER EXAMPLE of ground crew and air crew team-work came to light last week with release of the story behind the radar fighter director teams:

By 1942 enemy planes approaching within 200 miles of an allied base could be spotted, interceptors sent out, and the attackers destroyed or the striking force at least diminished.

The teams that operated the radar devices for plane detection were turned out in assembly line fashion on SM radar trainers developed by Emerson Radio and Phonograph Corp., in cooperation with the Office of Scientific Research and Development.

The SM trainer was a device something on the order of a Rube Goldberg cartoon which simulated electronically the actual conditions of a radar detection and interception without the use of precious planes.

The equipment simulated the approach and interception of any enemy plane down to the last detail. A miniature of an enemy plane moved mechanically on a large map and came into the "range" of the trainer unit and was then picked up by the student operator, who dispatched his own fighter plane, also a miniature on another map, to intercept the enemy.

The men trained on this device which simulated electronically conditions of flight such as altitude, direction, range, and the interferance problems such as fading and static, were instrumental in the high percentage of Japanese Kamikaze flyers destroyed late in the war.

Ivey Sells

NEAL D. IVEY, for the past year president of his advertising agency, the Neal D. Ivey Co., in Philadelphia, has sold to Jesse T. Ellington, president of Ivey & Ellington Inc., New York, his interest in the latter agency and in the future will devote his entire time to his own company.

Verne Appoints

VERNE RECORD CO., New York, has appointed Atom Advertising, New York, to handle its advertising. Company has been using spot announcements and recorded programs on stations in the New York area, plans increase.

Milestones

STANDARD Oil Co. of New Jersey *Esso Reporter* will make its 10,000th news broadcast on WWL New Orleans June 25 and will be preceded by half-hour dramatization of the story of the program, including special musical score. Local dealers and prominent citizens will be guests at broadcast. . . . June 10 Barney Thompson, editor and publisher of the *Rockford* (Ill.) *Register-Republic* and *Morning Star* began his 17th year as daily commentator on WROK Rockford. . . . Day before 24th anniversary on WMCA New York was celebrated by Sachs Quality Stores *Three Little Sachs* program, Sun. 1:30-2 p. m. Program was 8,000th.

Paul E. X. Brown, Negro newscaster of WJOB Hammond, Ind., and originator of *Headlines in Review*, June 7 on occasion of the third anniversary of that weekly program was honored at a banquet tendered by the Paul E. X. Brown Club of Chicago Heights at local Jones Memorial Community Center. Station was presented citation "for its foresight and planning for the radio presentation of programs by and for minority groups that have been motivating forces for goodwill and understanding among all peoples." . . . Belated fifth anniversary of WWDC Washington [BROADCASTING, May 4] was celebrated June 10 at night baseball game of the Washington Senators, with 500 clients, friends and station personnel present.

Sixth Anniversary

Ethel I. Parker, blind commentator of WLAW Lawrence, Mass., who conducts weekly *News for the Blind* program, June 6 marked her sixth radio anniversary. . . . June 15, without any special fanfare, WOPI Bristol, Tenn., noted 17th year of community service. . . . Starting 11th year together are KMPC Hollywood weekly *Open Forum* program and Floyd A. Allen Investment Co., series sponsor. Renewal contract was signed June 9. No selling copy is used on program. . . . Marking his 25th radio milestone is Ronald Dawson, staff director at CBS New York. In June 1925 he made first radio appearance over WCAO Baltimore as an actor.

Hillbilly personality Byron Parker, "The Old Hired Hand" on WIS Columbia, S. C., has started his tenth year of exclusive broadcasts on that station. . . . Paul R. Fritsch, manager of the identification division, advertising department, Goodyear Tire and Rubber Co., has been presented his 20-year pin, having completed two decades of service with that firm, a radio advertiser. . . . C. L. (Chet) Thomas, general manager of KXOX St. Louis, June 12 marked his 18th year in broadcasting.

KANSAS CITY, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

Step Up and Meet Our New

DIRECTOR of PROGRAMS and PRODUCTION

Campbel C. Ritchie

When the above job opened up several weeks ago, Vice President and General Manager J. E. Campeau could have selected any one of several qualified men to handle this important post. But he naturally turned to "Cam" Ritchie . . . and for good reason. "Cam's" background of experience was tailor-made for the job.

Since 1934, when at nineteen he entered radio as a baritone soloist, thereafter joining CKLW in 1936, he has been an Announcer, Continuity Director, Traffic Manager, and producer. In 1942 he was commissioned an Infantry Officer in the Canadian Army, serving overseas until June, 1944, after that, producing shows for the AEFP (Allied Expeditionary Forces Program) . . . as Major in charge of this service until its termination in February, 1946. Honorably discharged May 1, he's ready for peacetime action once more. We assure you that he's adept and experienced for a job that's mighty important . . . especially since we at CKLW are famous for having a far more than average alertness to world and home events . . . plus an intelligent, friendly way of presenting the times in which we live. It's a formula that makes sales for our sponsors, and builds good will for their companies and themselves.

In The Detroit Area, It's

5,000 WATTS AT 800 KC DAY AND NIGHT

CKLW

MUTUAL BROADCASTING SYSTEM

ADAM J. YOUNG JR., *Nat'l Rep.* ● *Canadian Rep.*: H. N. STOVIN, TORONTO

TECHNICAL

JOHN POWELL, released from the Marines after 2½ years of service in the Philippines and China, has returned to his engineering post at KSL Salt Lake City.

RICHARD LEFLEUR, released from Army Signal Corps, has been added to the engineering staff of KTRI Sioux City, Iowa.

BILL KELLER, service veteran, is new to the engineering staff of WLAG LaGrange, Ga.

R. A. MONFORT, former chief of NBC New York television engineering department, has been named chief engineer of Los Angeles Times television and radio division. Present assignment calls for supervision of color television experimental work under grant of W6XPC to Times-Mirror Co. Mr. Montfort joined NBC in 1932, being concerned with television development since 1936. During war he was engaged in classified work for Navy including development of airborne television. He is member of SMPE, IRE and received electrical engineering education at Kansas U. and New York U.

Mr. Monfort

HOWARD COOLEY, NBC Hollywood recording engineer, and **BETTY EMORY** of Benton and Bowles, were married in Los Angeles on June 8.

GEORGE C. NORWOOD, formerly in charge of the production section of the Electronics Division, Bureau of Ships, Washington, has been appointed manager of the Washington office of the War Assets Administration division of the Belmont Radio Corp., Chicago, a division of Raytheon Manufacturing Co., Waltham, Mass. Serving with Navy for four years, Mr. Norwood's first assignment was officer-in-charge of Chicago district of the Army-Navy Electronics Production Agency and later became assistant head of the Electronics Division of the Inspector of Naval Materials for the Chicago region.

DR. VINCENT SALMON, physicist in charge of research and development of Jensen Radio Manufacturing Co., Chicago, has been presented the Acoustical Society of America Biennial Award for his work in the advancement of applied acoustics.

BYRON STRONG, meteorlogist with the Army, using radiosonde equipment, has been released from service and has returned to the transmitter staff of WSAV Savannah, Ga. Other returnees are **WILLIAM REID**, for five years in radio with the Navy, and **EDWARD QUARTERMAN**, for five years with Army Signal Corps.

A. D. HAEDECKE has been named designing engineer and **R. F. SHEA** engineering consultant in the specialty division of the General Electric Co. Electronic Dept. Both will headquarter at Syracuse. Mr. Haedecke will be responsible for the electrical and mechanical design of the division's products. Mr. Shea will act as advisor on technical and engineering problems for the division.

DONALD P. LASSINGER, formerly with Westinghouse Electric Corp., Baltimore, and **WALTER R. GLAUS**, discharged from the Marine Corps and former parttime worker at KDKA and other Pittsburgh stations, have been added to the KDKA engineering staff.

S. L. CAPPELL, vice president and general manager of Philco Corp. of Canada, Toronto, has been elected president of the Radio Manufacturers Association of Canada. **F. R. DEAKINS**, president of RCA-Victor, Montreal, was elected vice president. **S. D. BROWNLEE** was re-appointed executive secretary. The association has its offices at Toronto. A realistic approach to the pricing policies by the government which have thus far protected everyone but the manufacturer, was emphasized by Mr. Capell in accepting the presidency.

JOHN H. MORECROFT Jr., after 3½ years senior engineer with field engineering division of Submarine Signal Co., Boston, as consultant to Navy on installation and maintenance of radar and related electronic equipment, has resumed as electrical engineer of Vultee Field Division of Consolidated-Vultee Aircraft Corp., San Diego. Before entering aircraft radio field, Mr. Morecroft was engineer of KPMC and KERN Bakersfield, Calif.

JACK PAINE returns to the engineering department of NBC following release from the armed forces.

HARADEN PRATT, vice president and chief engineer of American Cable and Radio Corp. and chairman of the Radio Technical Planning Board, has departed for Bikini Atoll in the Pacific as guest civilian observer of the Army and Navy atomic bomb tests.

High Frequency Test

TWO scientists in the General Electric research laboratory have successfully completed operational tests in the highest band, 21,900 mc, ever allocated to hams. Ready for the test with equipment spaced 800 feet apart and with Dr. A. Harry Sharbaugh Jr. stationed in the studio building of WGY Schenectady and Robert L. Watters in the lab, Mrs. Sharbaugh happened to telephone from home so Mr. Watters put the line on the equipment. First message flashed was "When are you coming home to dinner?" Dr. Sharbaugh's reply followed return course. One-way communication also was made from the lab with GE's television station, WRGB, a half-mile away.

FIRE COVERAGE

KDTH Uses Recordings Of Disaster

AN ALERTING SYSTEM developed during the war enabled KDTH Dubuque, Iowa, personnel to reach scene simultaneously with the first hook and ladder truck when the disastrous fire broke out at Hotel Canfield there on June 9.

George Freund, news editor, alerted all station personnel and an on-the-spot recording for broadcast during the early morning hours was made while the blaze was still raging. The first disc was made at 2:40 a.m., two hours after the first alarm was sounded.

DX listeners in distant sections, station officials reported last week, have complimented KDTH on its early, factual coverage. Letters have been received, they said, from such distant states as New York, California, and Georgia.

Throughout the day the station aired calls for missing persons thought to be survivors of the blaze. As smoke victims regained consciousness, recordings of their versions of the disaster were made at Mercy Hospital, where they were being treated, and were sped to the station for broadcast.

Frequency Shifted In Station Grants

Substitution Allows Peoria And Terre Haute CPs

PROBLEM of conflicting applications for a new station in Peoria, Ill., and one in Terre Haute, Ind., was resolved by grants to both applicants [BROADCASTING, June 10] after one applicant found a nonconflicting substitute frequency for the other.

Wabash Valley Broadcasting Corp. and West Central Broadcasting Co. applied last fall for new stations on 1350 kc, West Central in Peoria and Wabash Valley in Terre Haute. The grants, announced June 7, were made in approving a joint petition for Wabash Valley to amend its application and designate 1480 instead of 1350 kc. Thus Wabash Valley received 1480 kc with 1 kw fulltime at Terre Haute and West Central was granted 1350 kc with 1 kw fulltime at Peoria.

West Central is headed by Oklahoma Governor Robert S. Kerr and President E. K. Gaylord of Oklahoma Publishing Co. (WKY KLZ KVOR), and also has an application pending for a new Tulsa station on 740 kc with 50 kw day and 25 kw night, directional antenna fulltime [BROADCASTING, May 27]. Wabash Valley, holder of a conditional FM grant for Terre Haute [BROADCASTING, March 4], is headed by Raymond J. Kearns and stockholders include Robert H. Hinckley, ABC vice president, whose wife owns 50% of KALL Salt Lake City, and Mr. and Mrs. George C. Hatch, owners of the other 50% of KALL, and A. L. Glassmann, chief owner of KLO Ogden, Utah.

Aroused Comment

While the procedure followed by the Commission in granting the two applications aroused questioning comment among some attorneys, it was pointed out on behalf of the Commission that the procedure is not unique. One recent case involving a similiar method of disposition, it was recalled, occurred when several competing applicants in the Charleston, W. Va. area received grants after substitute frequencies had been agreed upon among the applicants [BROADCASTING, March 25].

To eliminate conflict between the Terre Haute and Peoria applications, according to the joint petition to amend, West Central's engineer first sought a frequency which could be used at Peoria without conflicting with existing or proposed stations. When this failed, he found that 1480 kc would serve the purpose at Terre Haute. Both applicants agreed to the change and an amendment covering technical data on use of 1480 kc was filed with the joint petition.

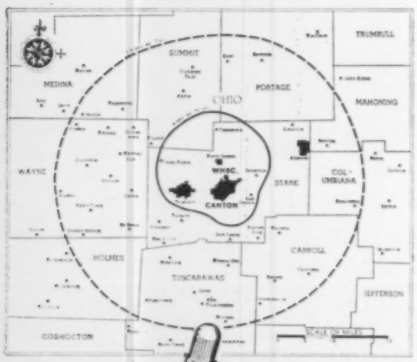
Meanwhile, West Central officials said orders have been placed for equipment for the Peoria station and that construction will be started as soon as materials can be ob-

(Continued on page 90)

Busy as a Beehive

THAT'S THE CANTON MARKETING AREA!

Over 300 famous Diversified Industries, the heaviest populated farm region in Ohio, and a well balanced representation of trades and services keep it that way. A population of 801,362 spending $286 million annually in retail stores lies within the 0.5 MV/M contour of the Canton area's favorite station—WHBC.



Sparkling local programs, thorough coverage of local events, special programs for rural listeners, and an understanding of community spirit all make WHBC "Your Good Neighbor in Canton."

CANTON • OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

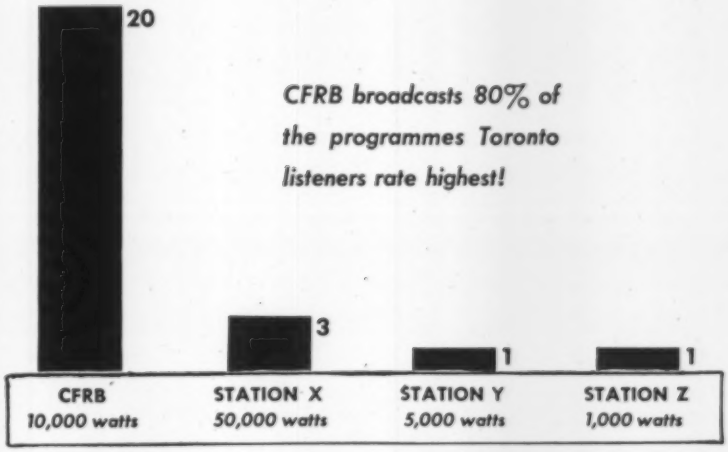
5000 WATTS SOON

Let **WHBC** carry your sales story to the market you can't overlook — Canton, Ohio — the city that's always busy.

Write for the COMPLETE CONLAN SURVEY.

Toronto

BROADCAST ORIGIN OF THE 25 NIGHT-TIME SHOWS MOST POPULAR WITH THE TORONTO AUDIENCE



CFRB broadcasts 80% of the programmes Toronto listeners rate highest!

THIS IS the fourth in a series of advertisements, revealing startling information about Ontario's programme ratings.

These diagrams illustrate the number of top-ranking night-time programmes broadcast over each of the four Toronto stations.

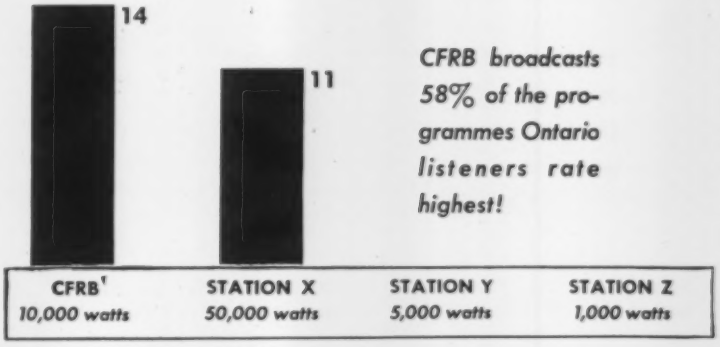
AND Ontario, too!

BROADCAST ORIGIN OF THE 25 NIGHT-TIME SHOWS MOST POPULAR WITH AUDIENCES OUTSIDE TORONTO

THE FACTS speak for themselves . . . they clearly show that CFRB carries the greatest number of programmes most popular with night-time audiences in Toronto and Ontario, too.

The figures are based on coincidental telephone surveys in Toronto and fourteen other Ontario communities, recently conducted by independent research organizations.

Write this station for complete details



CFRB broadcasts 58% of the programmes Ontario listeners rate highest!

Representatives

Adam J. Young Jr., Incorporated
New York — Chicago

All-Canada Radio Facilities Ltd.
Montreal

CFRB

860 kc. TORONTO

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

ACTIONS OF THE FCC

JUNE 7 to JUNE 13

Decisions . . .

JUNE 7
By COMMISSION EN BANC

Commercial FM—Issued proposed decision for grant of eight FM stations in Washington, D. C., vacating order of March 20 which proposed grants to same eight applicants. Three remaining applicants will have chance to compete for ninth channel available to Washington. (For complete list and details see page 102, BROADCASTING, June 12). Also granted final CPs to 20 FM applicants. (For complete list see page 94, BROADCASTING, June 10).

The following stations were granted renewal of licenses for the period ending Aug. 1, 1947: WATW, WSTP.

Renewals of licenses for the following were granted for the period ending Feb. 1, 1948: KWBW (*); KVAK (*).

Renewals for the following stations were granted for the period ending Aug. 1, 1948: WOLF (*); KBST (*); WBAB (*); KBON (*).

The following stations were granted renewals for the period ending Nov. 1, 1948: KGBX (*); KGCU (*); WJAS; KXYZ (*).

Renewals for the following were granted for the period ending Feb. 1, 1949: WJNO, KWNO, WHBY (*); KCMC, KVEC.

Renewals for the following stations were granted for the period ending May 1, 1949: WCAX, KSFO, KOY, WIBW, KGW, KWTO, WFIL and auxiliary, WWNC.

AM—710 kc

WHB Kansas City, Mo.—Announced proposed decision granting application of licensee corp. for change from 880 kc, 1 kw daytime, to 710 kc, 5 kw unlimited. At the same time FCC proposed to deny without prejudice application of WTCN Minneapolis for same facilities. [BROADCASTING, June 10].

JUNE 7
ACTIONS ON MOTIONS
By Comr. Jett

Allen T. Simmons, Akron, Ohio—Granted motion for leave to amend application for FM CP, so as to change Par. 18 (a) to specify RCA Transmitter Type BTF-10B. The amendment was accepted and the record in Docket 7047 reopened and without further hearing said amendment is made part of the record in that docket.

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted petition for leave to amend application for CP so as to specify modified directional antenna pattern, revised engineering data, etc., and the amendment was accepted.

Supreme Bcstg. System Inc., New York City—Granted motion to dismiss without prejudice its application for a new FM station.

Ojai Bcstg. Co., Ventura, Calif. — Granted motion to amend application for new station so as to show changes in officers, directors and stockholders, etc., and the amendment was accepted.

The Altus Bcstg. Co., Altus, Okla.—Granted petition for leave to amend application for new station so as to specify frequency 1450 instead of 1230 kc; show revised engineering data, etc. The amendment was accepted and application removed from hearing docket.

Southwest Bcstg. Co., Eastland, Tex.—Dismissed petition requesting acceptance of late written appearance in application for CP.

Johnson-Kennedy Radio Corp., Chicago—Granted petition to dismiss without prejudice its application for new FM station.

Agricultural Bcstg. Co., Chicago—Same.

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—Granted petition insofar as it requests leave to amend and remove application for CP from hearing docket accepted amendment to specify frequency 660 instead of 1350 kc; change paragraphs to reflect amended engineering report, etc., and the application was removed from the hearing docket.

Clearwater Radio Broadcasters Inc., Clearwater, Fla.—The Commission on its own motion removed from the hearing docket application for a new station.

Indiana Bcstg. Corp., Indianapolis, Ind.—Granted petition for leave to amend application for a new FM station so as to substitute supplemental engineering report, and the amendment was accepted.

The Outlet Co., Providence, R. I.—Granted petition for leave to amend its application for new FM station, so as to reflect revised engineering data requested by the Commission, and the amendment was accepted.

WADC Akron, Ohio; WGAR Cleveland—Denied petition to reopen record in Dockets 7319 and 7320 for the purpose of allowing WGAR to offer such testimony as it may desire from the witness G. A. Richards.

KTHS W. Memphis, Ark.—Granted request for the issuance of subpoenas for certain persons as witnesses in consolidated hearing on applications of KTHS.

Raytheon Mfg. Co., Chicago—Granted petition to dismiss without prejudice its application for a new FM station.

Chanticlear Bcstg. Co., New Brunswick, N. J.—Granted petition for continuance of consolidated hearing on petitioner's application and application of No. Jersey Radio, Inc., scheduled for June 14 and continued same to July 15.

Southern Ill. Bcstg. Co. Inc., Centralia, Ill.—Granted petition for leave to amend application for CP so as to specify frequency 1430 kc instead of 960; show revised engineering data, etc. The amendment was accepted and application removed from hearing docket.

Radio Bcstg. Inc., Hot Springs, Ark.—Granted petition insofar as it requests leave to amend application for CP so as to specify the frequency 550 instead of 740 kc, etc. and to remove from hearing docket. The Amendment was accepted and application removed from the docket.

Mansfield Journal Co., Mansfield, Ohio; The Lorain Journal Co., Lorain, Ohio—The Commission on its own motion advanced the consolidated hearing now scheduled for June 24 and June 25 in Washington, to June 20, at Mansfield and June 21 at Lorain, Ohio.

Arkansas Valley Bcstg. Co., Fort Smith, Ark.—Upon petition requesting leave to amend application for CP, the Commission dismissed application without prejudice, subject to the right of later reinstatement under the provisions of the Commissioner's Public Notice of January 5, 1946.

JUNE 10
By COMMISSION EN BANC

WKBW WGR Buffalo, N. Y.—Adopted order denying petition for extension of time within which to comply with the provisions of the Commission's decision of December 19, 1945, in re applications for renewal of licenses (main and auxiliary) of Stations WKBW and WGR; granted temporary licenses of both Stations WKBW and WGR to July 1, 1946.

JUNE 11
By COMMISSION EN BANC

George W. Trendle, et al; American Bcstg. Co.; King-Trendle Bcstg. Corp., Edward J. Noble—Adopted orders designating for hearing application for transfer of control of King-Trendle Bcstg. Corp., licensee of WXYZ, Detroit, Mich., and WOOD Grand Rapids, Mich., from George W. Trendle, John H. King, H. Allen Campbell, and Howard O. Pierce, to the American Bcstg. Co., Inc., to be heard in consolidated proceeding with application for transfer of control of American Bcstg. Co. Inc., licensee of WJZ, New York, WENR, Chicago, KGO, San Francisco, and KECA, Los Angeles, and other stations associated therewith, from Edward J. Noble to the stockholders of American Bcstg. Co. Inc., acting collectively. The hearing is scheduled to be held before the Commission En Banc on July 9, 1946.

By ADMINISTRATIVE BOARD

William G. H. Finch, New York—Granted modification of CP as modified, for new FM broadcast station, for change in frequency from 45.5 mc to 99.7 mc (No. 259), change in type of transmitter and install new antenna.

WSM-FM Nashville, Tenn.—Granted CP to specify frequency as channel No. 261, 100.1 mc, install new transmitter, make changes in antenna system, and change in transmitter location.

WFIL-FM Philadelphia—Granted CP to specify frequency as channel No. 260, 99.9 mc, change type of transmitter and install new antenna.

WDUK Durham, N. C.—Granted modification of CP, which authorized a new standard broadcast station, to change type of transmitter.

KSJO San Jose, Calif.—Granted modfication of CP which authorized a new standard broadcast station, to change type of transmitter, make changes in vertical antenna and install FM antenna on top, make changes in ground system, change transmitter and studio locations, and extend commencement and completion dates from June 17 and Dec. 17, 1946, respectively, to 30 days after grant and 180 days thereafter.

KFOX Long Beach, Calif. — Granted modification of CP, which authorized installation of new transmitter, for extension of completion date from June 1 to July 1, 1946.

By Comr. Durr

Coast Ventura Co., Ventura, Calif.—Granted petition for leave to take depositions and admission of Edward Henderson to practice before the Commission pro hoc vice, in re further hearing upon application of Coast Ventura Co., and of Ventura Broadcasters Inc., for new stations at Ventura, Calif.

By Comr. Hyde

Pueblo Radio Co., Inc., Pueblo, Col.—Granted petition for leave to amend application for CP so as to show the acquisition by Dea B. Crouch, president and director of the corporation, of an option to purchase additional shares of stock, show that he has subscribed for additional stock; accepted said amendment filed simultaneously with petition.

By Comr. Jett

KSAL Salina, Kans.—Granted petition to amend application for CP so as to specify a modified directional antenna pattern, and change paragraphs 14, 19, 20 and 21 of the application so as to reflect revised engineering information as contained in supplemental engineering report filed with the amendment; accepted amendment filed simultaneously with petition; removed application from hearing docket.

Radio Airways Inc., Eugene, Ore.—Granted motion for continuance of hearing on application for construction permit, continued hearing to July 15, 1946.

WOOP Inc., Dayton, Ohio—Granted petition for leave to amend its application for construction permit so as to specify 1 kw power at night instead of 5 kw, specify a modified antenna and directional array pattern, and change paragraphs 16 and 26-28, inclusive, of application to show revised engineering information as contained in supplemental engineering statement filed with amendment; accepted said amendment filed simultaneously with petition.

WCAT Rapid City, S. D.—Granted special temporary authority to remain silent for period June 6 to not later than Sept. 10, 1946, in order to observe college vacation period.

By ADMINISTRATIVE BOARD

WWNR Beckley, W. Va.—Granted mod-

(*Continued on page 86*)

(*) Comr. Durr voting for hearing.

Television Station Sale Denied by Philco Corp.

PHILCO Corp. has no present plan to dispose of its Philadelphia television station, WPTZ, and is embarking on "a more elaborate and intensive" broadcasting program, according to John Ballantyne, president. In a communication to BROADCASTING, Mr. Ballantyne said:

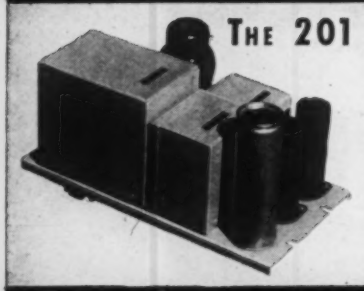
"In connection with the report published on page 4 of the June 3 BROADCASTING, I should like to let you know that Philco has no plans for the sale of WPTZ, its pioneer television station in Philadelphia. For your information only a short time ago we moved into our new studio in the Architects Bldg. and are embarking on a more elaborate and extensive television broadcasting program. I should appreciate your setting forth these facts so that all our good friends will know exactly what the situation is."

Bendix Is Authorized To Use CBS' Patents

CBS last week announced that Bendix radio division of Bendix Aviation Corp., will begin manufacture of color television receivers and transmitter equipment based on CBS ultra-high frequency color television inventions.

Bendix becomes the third major firm licensed under Columbia's color television patents. The other two are Westinghouse Electric Corp. and Federal Telecommunication Laboratories Inc. The contracts are for a five year period.

Worthy of an Engineer's Careful Consideration



THE 201 SERIES RECTIFIERS

The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W 65 St 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St., 38

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

MORE POWER FOR FM BROADCAST SYSTEMS!

with

Federal's "Specialized" Triodes

1000 and 3000 Watts at

88 to 108 MEGACYCLES

(MAXIMUM OUTPUT UP TO 150 MC)

7C 26

7C 27

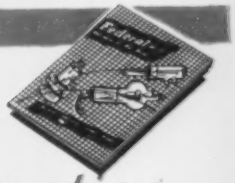
THESE TWO high-performance power triodes have been especially designed in every detail, to provide the best possible combination of operating characteristics for FM transmitters.

Every feature—from electrical characteristics to the most minute detail of mechanical construction—has been "custom tailored" to meet the specific requirements of frequency-modulated transmission service up to 150 megacycles.

Highly efficient forced-air-cooling is assured by the use of pure copper anodes, joined to the cooling fins by a thin solder film of high thermal conductivity. Radial cooling fins provide large surface area and unrestricted airflow path. Federal's vast tube-making facilities, backed by 37 years of experience, give you real assurance of matchless performance, rugged dependability and maximum tube life.

RATINGS FOR FM BROADCAST SYSTEMS IN THE 88 TO 108 MEGACYCLE BAND
(MAXIMUM OUTPUT UP TO 150 MC)

	7C 26	7C 27
Maximum plate dissipation	1000 watts	3000 watts
Filament voltage	9.0 volts	16.0 volts
Filament current	29.0 amp.	28.5 amp
Amplification factor	17	21
Mutual conductance	20,000 Umhos	20,000 Umhos
Cooling air velocity at maximum output	75 cu ft/min	150-175 cu ft/min
Maximum overall dimensions		
Height	4¼ in.	8 in.
Diameter	2½ in.	3½ in.



"Federal tells how to make tubes last longer—" Write to Department K309 for this interesting and informative 20-page book which gives helpful hints on how to get the most out of your electronic tubes.

Federal Telephone and Radio Corporation

Newark 1, New Jersey

An IT&T Associate

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal
Export Distributor—International Electric Corporation

DETROIT'S LEADING INDEPENDENT STATION

WJBK

24 National Accounts Can't Be Wrong

They Stay With WJBK Year After Year Because They Get Results!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

Are Agencies Entitled to 15%?

Services Justify Cost Says California Agency Head

By AD FRIED
Owner of Ad Fried Advertising Agency
Oakland, Calif.

AD FRIED entered radio in 1932 with a program of his own on KYA San Francisco. He has since managed KDON Santa Cruz and KLX Oakland. In May 1944 he founded the Ad Fried Agency in Oakland, which serves 24 accounts, 16 of which use radio exclusively. Speaking from experience, he here presents the agency side of the question on what benefits are derived from the 15% commission which goes to an agency.

THE THOUGHT - PROVOKING article on radio packaging [BROADCASTING, Feb. 11] and BROADCASTING'S followup editorial statement, ". . . when an agency buys a production and piles additional fees on its own rates, the burden on the advertiser seems excessive . . .," must have stirred considerable comment. The time worn discussion of whether or not advertising agencies are entitled to 15% commission on packages and talent, as well as station time, presents a real challenge.

Although today 15% commission on station time is generally accepted (after considerable preliminary work was done to establish the practice*), we know that most media, and radio is no exception, have a few shortsighted sales staffs and advertising managers (especially those working on a percentage who are affected by the 15% deduction before commissions are computed) who try to circumvent paying 15% agency commission. Openly, such representatives shout far and wide how anxious they are to cooperate and want agency business, but secretly make "deals," going direct to accounts to accomplish their ends. The same attitude applies when quoting program package costs.

Questions Talent Markup

The theory is particularly true in the case of commissioning talent or packages in the absence of printed regulations (such as on rate cards stating "15% to recognized agencies on station time.") Begrudgingly, many stations mark up talent or package and then pay the 15%, but too often they question an agency's right to expect it.

Agencies develop business, service accounts from the long-range view of the client, set up budgets according to the number of dollars to be spent. They plan their client's campaign for a set retainer fee and 15% on approximately so much business. When exceptions are made to the 15% computed on the whole budget, the agency receives less for its services.

An agency must plan with the client his overall, long-range advertising campaign which, in many cases, would never develop if the client had to take time interviewing media representatives. *Any station can prove some way or other that it is the greatest buy for the money,* but the client would rather not advertise if he has to lose precious time to hear continued diatribes from salesmen.

Agency service represents research, merchandising, distribution assists, selection of media, copy preparation, production, performance checking, listening to all sales stories, serving as buffer against time-wasting salesmen.

Improves Advertising

The customary 15% is received for improving the client's radio advertising, saving the station considerable time, and developing business for the station by doing work for the client which the station is not set up to do.

When an agency demands and expects 15% on talent or package, it is not "an additional fee the agency collects." It is a special fee for extra service which may include the complete preparation of a program, interviewing talent or artist salesmen, hearing transcription, or wading through packaged shows.

In most instances agencies are responsible for the selection of a program—criticized if they flop, seldom praised if they succeed. So, when a station hikes initial costs too high—not permitting a reasonable 15% to the agency—it encourages the agency to do its own programming.

Station Rates Inflated

Most station rates (not based on anything like so-much-per-thousand ABC as newspapers are) are greatly inflated. Yet the same stations argue that 15% is too much to pay on talent, production, etc., to the agency which continues to serve the client on their behalf.

Agencies do not tell clients that stations and packagers are not entitled to a return for their services, so why should the others sharpshoot at the 15%? The main consideration is . . . does the client get what he wants and is he satisfied? If so, small commissions will make no difference.

*In 1924 the Federal Trade Commission issued a complaint against newspapers protesting the right to reserve advertising commissions for agencies. The suit, finally dismissed in 1930, tacitly acknowledged the right to reserve commissions for agencies. This was followed in 1932 by the comprehensive and impartial "Young Report" stating in part: ". . . the method of advertising agency compensation now in force is the most practicable one for maintaining the true and long-run interests of all advertisers and all publishers . . . the rate of compensation is not excessive for the structure as a whole . . . that all advertisers and publishers should bear, in proportion to volume, a share of both direct and the indirect costs of the structure."

In Public Interest

Food Collectors

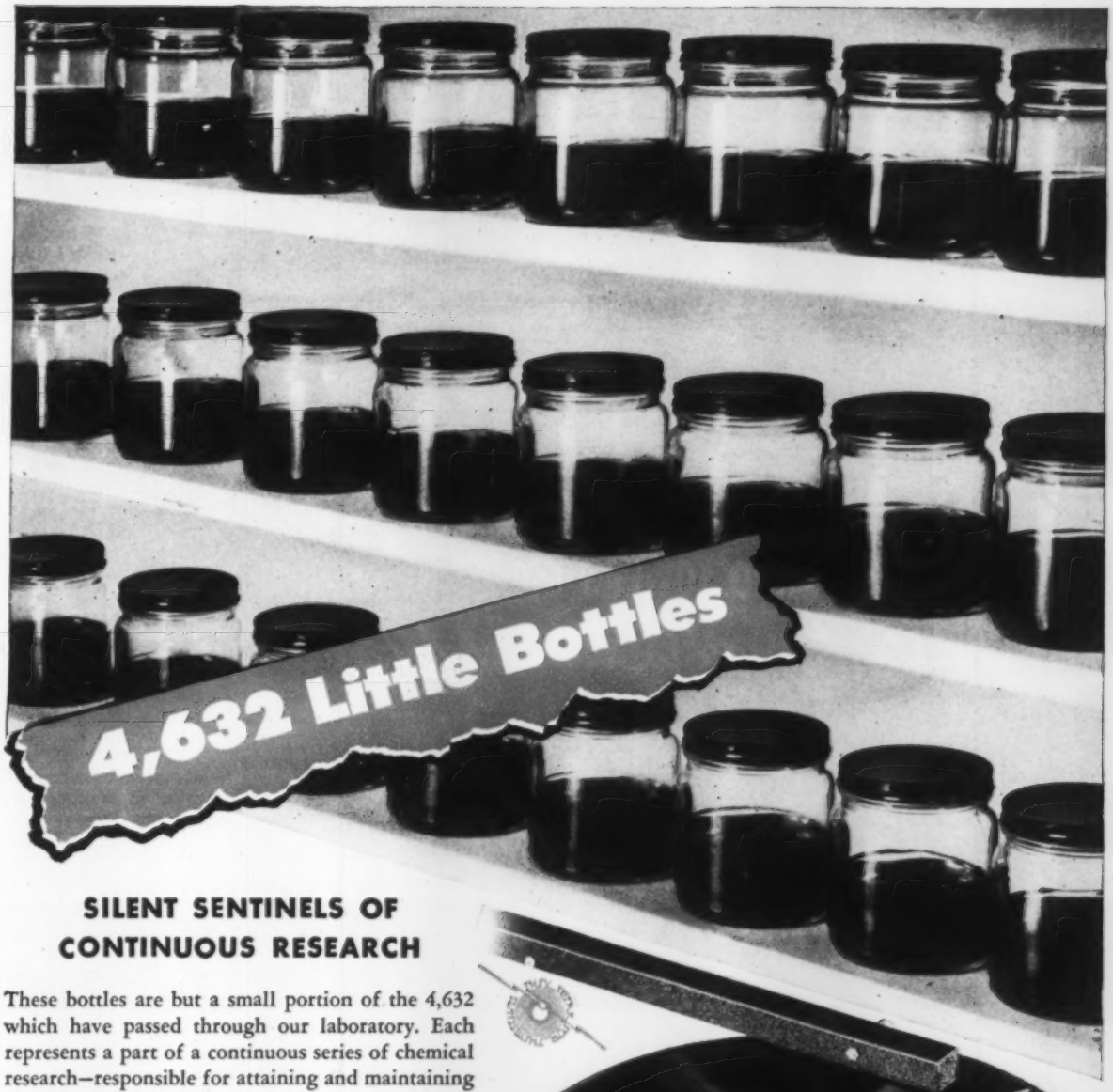
FOLLOWING an unannounced test on the *Musical Clock* program, WOKO Albany, N. Y., Disc Jockey Forrest Willis set up shop in City Hall along with corps of telephone operators to receive pledges for contribution to UNRRA Emergency Food Collection, which after two-weeks regular campaign had raised less than $1,000. After three days of hour program's devotion to cause, contributions topped $8,000 mark.

* * *

Aid Hospital Fund

A PENNY on each dollar of the $150,000 being raised for the enlargement of the Knoxville, Tenn., Crippled Children's Hospital is being given by WNOX Knoxville *Midday Merry Go Round* program. Lowell Blanchard, m.c., already has turned over 135,000 pennies raised by the musicians on the series.

RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.



SILENT SENTINELS OF CONTINUOUS RESEARCH

These bottles are but a small portion of the 4,632 which have passed through our laboratory. Each represents a part of a continuous series of chemical research—responsible for attaining and maintaining the quality of Audiodiscs.

★ ★ ★

For the leadership of Audiodiscs is the result of exhaustive experimental work, plus the most exacting quality controls known to the recording industry.

★ ★ ★

Recently, to add still further to our research facilities, we greatly expanded our laboratory. Today, our research engineers are constantly exploring new materials and methods, in order to further improve recording fidelity and broaden the field of sound reproduction.

. . . they speak for themselves

audiodiscs

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Societé des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.

ALLIED ARTS

REEVES SOUNDCRAFT Corp., blank recording disc manufacturer, has been formed by **HAZARD E. REEVES**, president, with plant in Allentown, Pa., and offices in New York. New firm has begun light production and expects to reach full producing capacity by the end of next month. Other officers of the firm are: **A. C. TRAVIS, Jr.**, vice president in charge of sales; **RAY S. DECH**, vice president in charge of manufacturing, and **R. C. MARSHAL 3d**, secretary-treasurer.

CLARENCE B. JUNEAU ENTERPRISES is establishing a new industrial-educational film organization aimed at television at 214 S. Vermont St., Los Angeles. Large studio is being erected with **CLARENCE B. JUNEAU**, advertising agency executive and former station operator, heading unit. **NATE WATT** will be executive director. **HENRY DONOVAN** has been named production director. Homer Griffith Co., Hollywood, stations representative, is to be in charge of national sales.

RADAIR PRODUCTIONS, Tacoma, Wash., has prepared a series of veterans dramatized success stories for the Washington State Department of Veterans Affairs which is being placed through Ensley Llewellyn Adv., Tacoma, on 10 state stations.

JOHN G. MAPES, formerly in charge of the public relations department of the American Iron and Steel Institute, New York, and **BERT C. GOSS**, former head of public relations for Aircraft Industries Assn., Washington, have been appointed partners of Hill and Knowlton, New York, public relations firm.

WALTER KANE and **SAM ARMSTRONG** have dissolved their Hollywood talent agency partnership. Business will be carried on by the former under name of Walter Kane Agency. Mr. Armstrong has joined Frederick Bros. motion picture division.

HARRY BOYD BROWN, merchandising manager of Philco Corp. for 18 years, has resigned to become president of Good House Stores, Philadelphia area retail appliance chain.

PARKER H. ERICKSON, vice president and director of sales of Majestic Radio and Television Corp., St. Charles, Ill., has been electel a director of the firm.

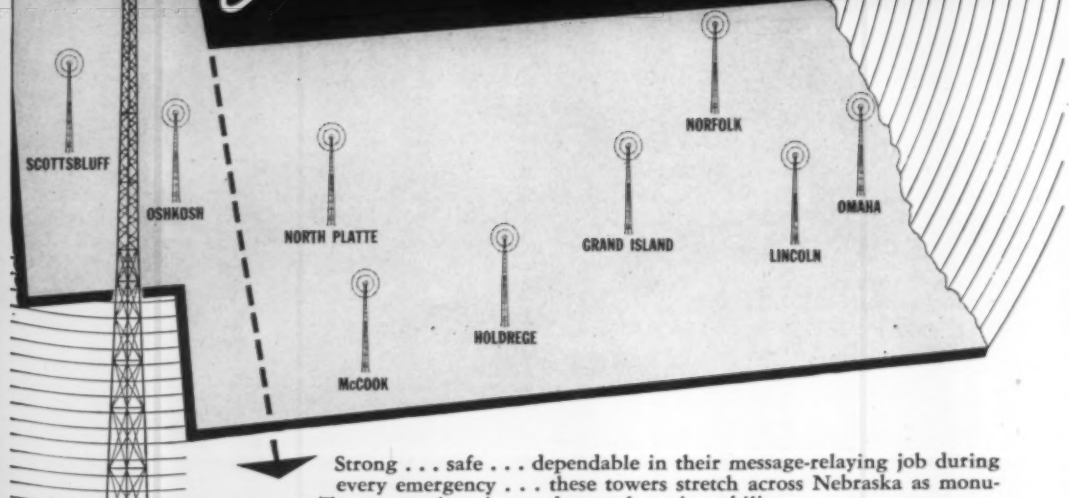
W. H. McKNEW, in the home radio and sound movie fields for more than 16 years and released from the Navy as lieutenant commander, has been appointed service manager of the Westinghouse Electric Corp., Home Radio Division, Baltimore.

FREDERIC W. ZIV Co., Cincinnati, has placed "Old Corral" transcribed quarter-hour program under local sponsorship on KTHT WBOW WMLT WDAD WADC.

HUGO A. BONDY, former assistant chief engineer at WNEW New York and during the war on overseas assignment for OWI, has been named sales engineer for Altec Lansing Corp.

CHARLES C. CRAIG, former sales promotion and artists relations director for Bay Thomas Co., Southern California distributor for Columbia Records, has joined Capitol Records, Hollywood, as member of firm's national sales promotion division.

TRUSCON RADIO TOWERS COVER NEBRASKA
for the Nebraska State Safety Patrol!



Strong . . . safe . . . dependable in their message-relaying job during every emergency . . . these towers stretch across Nebraska as monuments to Truscon engineering and manufacturing ability.

All of the Truscon towers in this state-wide installation are of the self-supported, three-legged Truscon type so widely used in the radio industry. And all are 300 feet high, with the exception of the one at Lincoln which is 396 feet.

There is no limit in height to a Truscon tower other than the practical height limitation. The tallest towers in the United States today are Truscon built; ie., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).

Experienced Truscon engineers will be glad to help solve your tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

MAMMOTH COVERAGE
Faces Woodside Local as UN Moves Next Door

FOR THE SECOND TIME within a decade, a giant-sized news story of world importance is about to be left on the modest doorstep of a small radio station in Woodside, L. I. When the United Nations Security Council moves its residence next September from Hunter College in the Bronx to the site of the 1939 World's Fair at Flushing, L. I., it will be deliberating almost in the shadow of WWRL's antenna.

By this time accustomed to finding a giant on its doorstep, WWRL proposes to do its 250 w best to take the foundling in. While the World's Fair, with its design for world peace, was page one news throughout the world, WWRL devoted many a special program to the story.

With a heavy schedule of foreign language programs on the air at present, WWRL will give much of its coverage of the UN sessions to this field. Broadcasting in Czechoslovakian, French, Greek, German, Spanish, Hungarian, Russian, Jewish, Syrian, Ukranian and Lithuanian the Queens County station will air summations of each UN session in various foreign languages. In addition, foreign delegates to the UN will be invited to appear on various foreign language broadcasts.

Broadcasts will be from the floor of the council meetings and will cover all sessions permitted by the Security group. Aside from the daily sessions, WWRL will broadcast interviews with spectators, special events programs, proceeding reports and analyses by WWRL's staff. Women's interest angles will be covered by the station's women commentators, Pat Becker and Mona Fischer.

REPORT IS ISSUED BY AMERICAN CABLE

A STOCKHOLDER report for the three month period ending March 31, 1946, has been submitted by the American Cable & Radio Corp. The report lists a consolidated net income of $49,375 compared with the war swollen income of $884,529 for the corresponding period of 1945. The first quarter income for last year was $1,319,029 prior to federal taxes. No taxes were required for this year.

Gross cable transmission revenues first quarter 1946 were $3,036,463, a reduction of $621,401 from last year. This reduction was caused by the lessening of government traffic following the end of the war in Europe and the general rate reductions effective May 1, 1945, which were only partially offset by increase of public messages.

Radiotelegraph transmission revenues amounted to $1,226,870 in the first quarter of 1946 compared with $1,030,710 for the same period in 1945.

SPONSORS

WILLIAM HAUSBERG, formerly in the advertising department of Lehn and Fink Products Corp., New York, has been appointed advertising manager of the firm succeeding **DOROTHY COCKS** who has retired after 13 years in that position. Affiliated with Lehn and Fink since 1936, Mr. Hausberg served as a lieutenant in the Navy for 3½ years.

SAMUEL GOLDWYN, New York (motion pictures), has appointed Foote, Cone & Belding, New York, to handle advertising. First production to be promoted by the agency will be "The Best Years of Our Lives," to be released around Christmas. Radio probably will be used.

GOODY'S Inc., Winston-Salem, N. C. (headache powder), has appointed Courtland D. Ferguson Inc., Richmond, Va., to handle account. Transcribed spot campaign has been started in North Carolina.

DORTHEA WINTERS, for three years on the copy staff of Campbell-Ewald Co., Detroit, has been named advertising promotional manager for Reynolds Pen Co., Chicago.

WALKER PENFIELD has been named manager of manufacturing of the Pennsylvania Salt Manufacturing Co. He formerly was works manager. **CLAUDE S. BELDIN**, regional superintendent, has been appointed to new post of production manager. **HENRY G. MEYER**, former assistant to the works manager, becomes assistant to the production manager.

WILLIAM C. GEOGHEGAN, Jr., vice president of Lennen and Mitchell and account supervisor of the Carstairs Distilling Co. and Tide Water Oil Co. accounts, has been appointed assistant sales manager of Pepsi-Cola Co., New York. He will be aide to **BRYAN HOUSTON**, executive vice president of the beverage firm. Serving overseas with the Navy during the war, Mr. Geoghegan had joined Lennen and Mitchell in 1937 as account executive. He onetime was sales promotion manager of Gulf Oil Co.

Mr. Geoghegan

JOHN BARTON MORRIS, released from AAF as major, has been appointed sales manager of Helbros Watch Co., New York.

MANHATTAN SOAP Co., becomes a video sponsor this Thursday when ABC presents "Write Me a Love Scene" on WABD New York to advertise Sweetheart Soap. **WALTER WARE**, video director of Duane Jones Co., agency for Manhattan, adapted play for television.

HENRY W. RODEN, president of American Home Foods and also a writer of mystery stories under the pen name of Tex Roden, was to take a unique part in the June 15 broadcast of the CBS "Give and Take" program, sponsored by his company for Chef Boy-Ar-Dee spaghetti dinner on Sat. 10-10:30 a. m. On June 8 show, after 30 pages were torn out of a half dozen copies of Mr. Roden's latest mystery novel, "Wake for a Lady," the books were distributed to six contestants and each was asked to write his own solution. Last Saturday the contestant submitting the best solution to the mystery was given a description of the author and told to go into the audience and pick him out. If the amateur detective chose Mr. Roden, who was sitting in the audience, he was given a $100 prize. Business is placed through McJunkin Adv., Chicago.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSN. has started 13-week series of weekly programs, "Today and Yesterday," on nine stations in New York, Vermont and Pennsylvania with origination from WHCU Ithica, N. Y. Agricultural and dairy leaders appear on program.

THOMAS J. LIPTON Inc., Hoboken, June 25 for one time only sponsors a special edition of the "March of Time" on the current world famine, on CBS 9-9:30 p. m., time usually occupied by Lipton's "Inner Sanctum" program. Off the air since last summer, the "March of Time" will present its staff for this one broadcast, taking listeners behind the headlines with dramatic re-creations based on reports from Time's world-wide news gathering facilities. Agency for Lipton is Young and Rubicam, New York.

KELLEY DOUGLAS Ltd., Vancouver (Nabob food products), June 10 started "L'Heure Nabob," on CKAC CHRC CHLT CKCH, Mon.-Fri. 8:10-8:15 a.m. Agency is Cockfield Brown and Co., Montreal.

THE INTERNATIONAL BROTHERHOOD of Boilermakers will sponsor a new series of programs, transcribed, over WIBG Philadelphia once a week for 26 weeks. Titled "Manpower," series will give the aims of the organization as well as describe its activities through a series of dramatic shows.

FRENCH VENEER Manufacturing Co., Los Angeles (furniture, silver polish), June 3 started thrice weekly participation in "Norma Young's Happy Homes" on KHJ Hollywood. Contract is for 52 weeks. Firm also sponsors twice weekly participation in "Mirandy" on KECA Hollywood. Other radio is planned. Agency is Paul Winans Adv., Los Angeles.

ANCO PHOTO Co., New York, has appointed Raymond E. Nelson Inc., New York to handle advertising. Firm will use radio to stimulate sales of photo stamps and photo supplies. A test campaign for six weeks is scheduled to start June 17 on WWVA WMMN WWDC and several other stations to be announced.

NICHOLS (Overseas) MARKETING Co., Pty., Ltd., Melbourne, Australia, maker of Aspro, propriatary medicine, has appointed Street and Finney, New York, to handle advertising. Radio may be used.

JACK H. LYNCH, with Tide Water Associated Oil Co., since 1919, has been promoted to supervisor of special product sales in the domestic sales division of the company.

JOHN BESS, president of Refrigeration Corp. of America, a subsidiary of Noma Electric Corp., has been elected a vice president of the parent firm. He also is a director of Noma. Other officers were re-elected.

LE GALION SALES Co., New York, has appointed Charles Dallas Reach Co., New York, to handle advertising. Spot radio will be used.

SYKES HOMES, Los Angeles (pre-fabricated houses), has appointed Henry H. Sterling Inc., Los Angeles, as advertising agency. Firm currently is using newspapers with network program being planned.

MISSION PAK Co., Los Angeles (gift fruit packs), has appointed Hillman-Shane Adv., Los Angeles, to handle advertising and will continue to use radio along with other media.

FIRESTONE TIRE AND RUBBER Co., Akron, Ohio, has renewed for 32 weeks series of film programs, "Your Life Work" on WNBT New York, NBC's television station, Mon. 8 p. m. Agency is Sweeney and James Co., Cleveland.

SUN OIL Co., Philadelphia, has started chainbreaks and spot announcements five days weekly on a number of Canadian stations. Agency is Roche, Williams and Cleary, Philadelphia.

NATIONAL CLOTHING COLLECTION, Ottawa (aid to Europe), has started spot announcements six days weekly on a large number of Canadian stations. Agency is MacLaren Adv., Toronto.

MARLIN FIREARMS Co., New Haven, Conn. (razor blades), has started thrice weekly weather reports on a number of Canadian stations. Agency is Graven & Hodrick, New York.

EASTERN SEABOARD PLASTICS, Newark, N. J., has appointed I. H. Dufine Co., New York, to handle advertising. Company plans to use Adrienne Ames program on WHN New York.

ROCK-A-BY DIAPER SERVICE, Pittsfield, Mass., has appointed Deutch & Shea, New York, to handle advertising. Spot radio will be used.

WMT REACHES IOWA'S HUGE FARM AUDIENCES WITH FARM PROMOTIONS

THAT BRING RESULTS

35,000 FARMERS

Attended WMT National CLEAN PLOWING CONTEST

Iowa's largest crowd in 1946 attended WMT sponsored "Clean Plowing Contest" . . . one of the many outstanding features that reach Iowa's huge farm audiences with promotions that *bring* RESULTS!

This HUGE Iowa Farm Market is Yours on . . .

CEDAR RAPIDS WMT WATERLOO

5000 WATTS · DAY and NITE · 600 KC.

BASIC COLUMBIA NETWORK

Represented by KATZ Agency

MEMBER OF THE MID-STATES GROUP

WMBD
PEORIA
Met. Peoria
Pop. 200,000
Peoriarea
Pop. 614,200
5000 Watts
CBS Affiliate
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York
(Rep.)
5000 WATTS—SOON!

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Served by
WRRF The American Network Station
Write Us Today for Our New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

630 KILOCYCLES
5000 WATTS FULL TIME
American Broadcasting Co.
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

PROMOTION

UNITY-FRANKFORD and Quaker Stores, said to be two of the largest groups of individually owned retail grocery stores in the world, have designated KYW Philadelphia as their "Official Food Station" with completion of mutual promotion campaign. Stores June 10 began institutional campaign on KYW daily variety series, "Lunch Time With a Punch Line." In return KYW receives prominent mention in the 150,000 circulars distributed weekly by Unity-Frankford as well as the 50,000 circulars of Quaker Stores. Special columns in the house organs of the two chains also is devoted to KYW. These go to the 3,000 affiliated grocers in the Philadelphia area every two weeks. Window displays are to be used in addition.

Fight Contest

RINGSIDE tickets to the Joe Louis-Billy Conn heavyweight championship fight on June 19 were the prizes for a contest run June 10 through June 15 by International Pictures, New York, on the two Allen Prescott participation programs on WJZ New York, "Telling the Truth," Mon.-Tues.-Thurs-Fri, 4:15-4:30 p. m., and "Allen and Jean," Sat. 8:30-8:55 a. m. Tying in with International's next attraction at the RKO Palace Theatre, New York, "The Stranger," contestants had to write a letter of not more than 100 words on "What Would I Do If I Were a Stranger in New York." Tickets to a private screening of "The Stranger" were awarded 24 runners-up. Extensive spot campaign throughout the country is planned in July for premiere of the film through Buchanan & Co., New York.

Program Cards

TEN thousand cards, listing ABC audience programs originating in Chicago, currently are being distributed by ABC Central Division promotion department. Cards are being sent to Chicago's leading hotels, the Chicago Convention Bureau and to Chicago women's organizations for re-distribution.

Legion Series Promotion

KYW Philadelphia is using a four county promotion campaign in behalf of "This Is Our Duty," transcribed series of community interest programs presented by the American Legion. Bill Rambo, promotion manager, has placed three-color signs in every American Legion Post Home in Philadelphia, Bucks, Chester and Montgomery counties calling attention to the Legion series.

City Honors Daly

TWO-HOUR program was staged June 9 by WING Dayton, Ohio, at Dayton's open air municipal bandshell as city officials, club groups and citizens joined in tribute to Ranny Daly, WING production director and special events man. Mr. Daly was honored for his and WING's part in promotion of public interest events in Dayton. Ted Malone, ABC commentator, was a speaker at the observance.

Availability Folder

AVAILABILITY of "Grand Jury" program of WBBM Chicago is announced in folder prepared by the CBS station. Message from E. H. Shomo, WBBM sales manager, states "Circuses are always fun—so are WBBM Showmanship parades." Folder carries out circus theme.

Sponsor Presentation

PROMOTION piece prepared by WCOA Pensacola, Fla., is brochure in the form of an individualized presentation to local and national advertisers on their WCOA programs. Specific information on each program, its format and cast and other data, is typed in various divisions of the brochure.

WKMO Publication

MONTHLY house organ in the form of a listener magazine is being mailed by WKMO Kokomo, Ind. Talent and program news is presented as well as WKMO program listing.

Souvenir Ticket

SOUVENIR in the form of a ticket-bookmark was distributed to the audience of the premiere broadcast of "The Author Meets the Critics" June 12 on MBS, 10:30-11 p. m. Ticket admitted persons to the program which discussed Bill Mauldin's book, "Up Front." Series is sponsored by the Book-of-the-Month Club, New York through Schwab and Beatty, that city.

Program Review

SPIRAL bound program review, "50,000 Minutes Stayed at Home," has been prepared by WIRE Indianapolis as second in a series of reports to listeners. First review had covered wartime service with respect to Government and public events. Current report relates wartime activities in behalf of agriculture, labor and industry. Facts are concisely stated and illustrated.

Contest Winner

WINNER of the 1946 division of the $1,000 musical scholarship offered by WBIG Greensboro, N. C., is Martha Brady, young pianist from Silver City, N. C. She has just graduated from Greensboro College. Scholarship is donated by WBIG music department and is financed by $250 annually from the Greensboro Euterpe Club.

Name Contest

DUPLICATE first prize winners climaxed name-the-record department contest staged by WOOD Grand Rapids, Mich., in behalf of Wurzburg's, local department store. Bea Smith and Virginia Day, high school students, both submitted winning name of "Platter Chatter Box." Each receives $50 worth of records of her own choice. Other prizes also were awarded.

Recording Brochure

PROMOTION piece in the form of a 24-page brochure has been issued by Audio Devices, New York, manufacturer of Audiodiscs, presenting its five types of discs. Catalog also contains sections devoted to Audiopoints, company's line of recording style and playback points and tested recording and playback suggestions.

Series Announcement

ANNOUNCEMENT of the five summer series of the NBC United Nations project is made in special folder issued by the network. Cover bears color reproduction of the flags of the United Nations.

NAB Folder

SUCCESS story of the United Fruit Co., "Chiquita Banana" radio campaign is related by NAB in new promotion folder, Volume 3 Number 2 of "Results From Radio." Piece was prepared by the NAB Department of Broadcast Advertising.

Sample Script

SAMPLE script of "Washington Spotlight on the Carolinas," news program of WBT Charlotte, is used as promotion piece to announce availability of the new series. Typewritten addenda gives WBT market facts and coverage data.

WIBW Coffee Measure

PLASTIC coffee measure is promotion premium currently being mailed by WIBW Topeka, Kan. Copy reads "To scoop up a full measure of Kansas sales, hire WIBW."

Holds Franchise

WWDC Washington has obtained franchise to organize local contests and find "Miss Washington" for entry in the Atlantic City Beauty Contest. Scholarship fund of $25,000 will be awarded 15 of the national winners.

News Service

LAST MINUTE news, prepared and mimeographed by the news department of KCKN Kansas City, is being distributed by station to luncheon guests at the Hotel Phillips.

Minute Promotion

MAILED regularly to both accounts and agencies, "1-minute promotions" have been developed by WIND Chicago to announce availabilities. Only one program is presented on each piece.

Announcement Folder

LETTER and folder on venereal disease program series produced by WKY Oklahoma City is being distributed by the station to announce availability of the programs.

Promotion Personnel

ROBERT Z. HALL, ABC Western Division publicity manager, on a three-week combined business-vacation tour of network's Pacific Coast affiliates, returns to Hollywood in late June.

PAUL FORREST, for approximately 1½ years CBS Western Division merchandising manager, has been appointed manager of newly formed promotion department of KGFJ Hollywood. Mr. Forrest for 18 months was account executive of Homer Griffith Co., Hollywood, stations representative, before joining CBS.

Mr. Forrest

JEAN HENDRIX, formerly with the Radio Section of the U. S. Treasury War Finance Division, Washington, has been named publicity and promotion director of WSB Atlanta.

C. RUSSELL EHRESMAN, formerly of KGFJ Hollywood, has joined KCMJ Palm Springs, Calif., as promotion manager.

MARK FINLEY, public relations director of Don Lee Broadcasting System Hollywood, has been elected vice president of Public Relations Association of Southern California. **HARRIET CROUSE**, also a member of Don Lee publicity office, was elected secretary. **BERNIE MILLIGAN**, manager of Earle Ferris & Assoc., publicity service, is president.

JOHN T. MURPHY, contact man for the NBC Station Relations Dept., June 12 left New York for a trip to NBC stations in the Southwest. He returns June 30.

PHIL J. BALDWIN is now publicity and promotion manager of CKMO Vancouver, B. C. He returned to station following release from the Canadian Army During the war he served overseas with the Canadian Intelligence Corps and the Canadian Forces Radio Service at BBC London.

HARRY RENFRO, director of public relations for KXOK St. Louis, has been appointed to the program committee for the Stephens College Radio Conference to be held in Columbia, Mo., in November.

BETTE CARROLL, former assistant to **JAMES SEILER**, promotion manager at WRC Washington, has been appointed report supervisor for WRC. Miss Carroll will compile complete record of all station activities, work of all personnel as well as their outside civic activities.

BILL TRAUM, promotion manager of WROK Rockford, Ill., has been elected third vice president of the Rockford Lions Club.

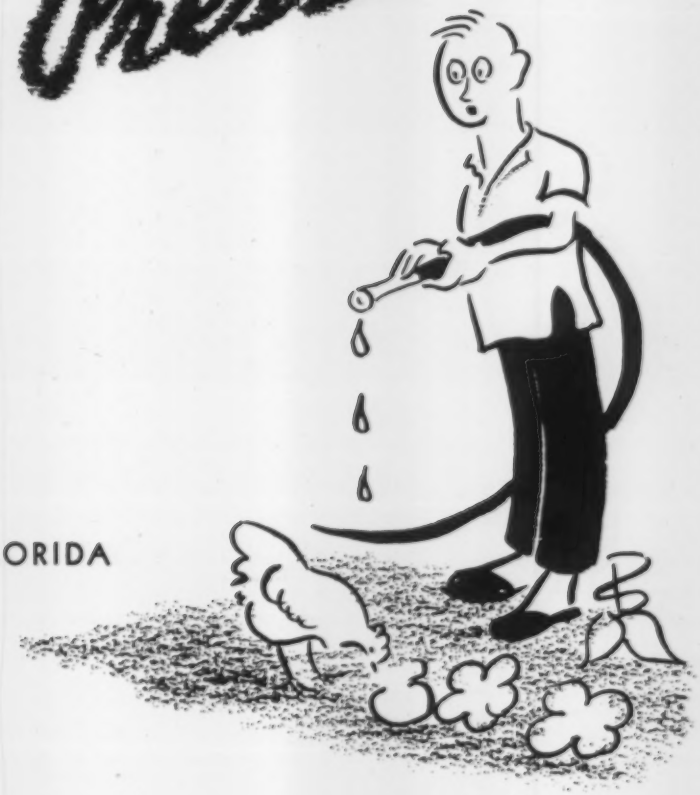
CLYDE M. CLEM Jr., has been appointed director of sales promotion and publicity for WSOC Charlotte, N. C.

Automatic Radiotype Now Offered by Globe

THE development of a radiotype machine that automatically sends and receives radio messages to and from ships at sea was announced last week by Globe Wireless, Ltd. Walter S. Lemmon, vice-president of the company and developer of radio typewriting, said that the electronic problems which have stymied the development of the device have been overcome, and actual ship-to-shore tests will be conducted in the near future.

Radiotype, as the device is called, can produce up to 20 copies of a daily news report, eliminating copying procedures. It will transmit weather reports, sailing orders or distress calls as well as many other functions heretofore unavailable on shipboard, according to Mr. Lemmon.

Need a little extra Pressure?



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WTMC
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Baseball

in Northern California

You Think of

KROW

960 on the Dial

This is the tenth year of Pacific Coast League baseball on KROW, "The Home Interest Station".

KROW

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OAKLAND 12, CALIF.

National Representatives:
Radio Advertising Company

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Sells
SAN DIEGO

More than 80% of the retail buying dollars in San Diego County is spent in the city of San Diego ($310,868,000 in 1945) and KFMB reaches 94.2% of these buyers from "within".

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Champions Continue Freedom Drive

Amendment to Counter FCC Inroads Urged By Hearst

WILLIAM RANDOLPH HEARST, publisher of 16 daily newspapers and syndicate head, whose publications have featured a series of articles by David Sentner, Washington Hearst correspondent, on the FCC Blue Book, has urged that a constitutional amendment assuring freedom of radio be adopted.

In an editorial, the Hearst newspapers assailed the FCC's "dictatorial" policy over programs, said legislation cannot solve the question and urged the amendment. Following is the editorial:

The Radio Must Be Free

"The Constitution of the United States should be amended to give the American radio the same legal recognition it gives the American press, and to assure it the same FREEDOM.

"No other instrument of law or national policy will suffice for this purpose.

"Legislation by Congress has been demonstrated to be entirely inadequate for the purpose.

"There is already a great deal of legislation respecting the control of radio, despite the comparative infancy of the industry, but none of it has served to keep the radio FREE.

"The inherent weakness of such legislation, regardless of the original intent of Congress, is that it depends for interpretation and enforcement upon bureaucratic agencies which refuse to respect or be bound by the intent of Congress and which distort the law and assume and usurp powers under it in defiance of the authority of Congress and in contempt of the vital rights of the American people.

"The act of Congress which established the Federal Communications Commission, for instance, never provided or contemplated that the power of CENSORSHIP should be delegated to the commission.

"Nevertheless, the commission has EXERCISED the power of censorship over the radio both arbitrarily and arrogantly, and in such a manner that it is unable to function as a FREE system of communication and information and has become instead a mere vehicle of propaganda reflecting the opinions of the government currently in power and serving its political interests.

"The American radio consequently, although Congress never intended such a thing or provided for it by law, has fallen under the rule of 'seven bureaucrats setting themselves up as judges of what seventy million American radio listeners should be allowed to listen to,' as Chairman Reece of the Republican National Committee recently observed.

"The Federal Communications Commission has not hesitated to use this usurped power to DICTATE the type and content of broadcast programs, giving the political administration currently in power favored and increasingly EXCLUSIVE access to the nation's radio facilities.

"'This action is typical of the BUREAUCRATIC STATE,' as Chairman Reece warns, 'where the private citizen is pushed around with arrogant contempt and allowed to listen only to those things which document the dogma of his masters.'

"Speaking as the executive head of a political party which has minority status at present but eventually will rise to power, Mr. Reece says frankly that 'any political party would give its eye-teeth to be able to control broadcasting for propaganda purposes.'

"But he also recognizes and acknowledges as an American citizen that:

"'Any such effort is inviting NATIONAL DISASTER, because a politically-controlled radio and freedom of speech cannot live for long under the same roof.'

"The Federal Communications Commission is leading America down a dangerous road, in its usurpation and exercise of the power of radio censorship, says Chairman Reece.

"'The end of the road down which the commission proposes to lead us is government controlled programming of radio.

"'The radio in Germany and Italy was dedicated to the perpetuation of Hitler and Mussolini.

"'We don't have to speculate as to what kind of entertainment we would have under these circumstances.

"'For the benefit of the individ-

(*Continued on page 96*)

'MUTE INDUSTRY'
WIOD Reads 'Broadcasting' Comments to Listeners

IN VIEW of the fact that "radio stations are not permitted to have an editorial opinion of their own, but must rely on a few staunch friends whose voices are free to be raised in defense of this mute industry," WIOD Miami read on the air excerpts from the BROADCASTING editorial (May 20), defending commercial radio. Titled "Life Can Be Beautiful," the piece was an answer to an anti-commercial editorial in *Life* Magazine (May 13).

Dissenting response totaled only two letters, both unsigned, both anti-commercial. Editorial was read on *Singing Keyboards*, which James LeGate, general manager, said reaches the "higher class type listener."

'Collier's' Piece Tells Radio Industry To Fight

CONTINUING its editorial crusade against the FCC's arrogation of program control, *Collier's* in its June 15 issue admonishes broadcasters to carry on the fight for freedom of the air [BROADCASTING, June 10]. The editorial follows one published in an April issue titled "FCC Rides Again."

Following is the text of the June 15 editorial:

Radio Had Better Fight

"As observed in this space a few issues ago, the Federal Communications Commission is again up to its old game of trying to regulate the contents and character of radio programs, while piously disclaiming any such intention. It is threatening to grant, renew, deny or revoke radio station licenses henceforth on the basis of what it terms the 'public service' rendered by each station.

"It is now a pleasure to observe that Justin Miller, president of the National Association of Broadcasters, is claiming, loudly and in public, radio's right to regulate its own programs without interference from any source except the tastes of the radio public.

"Miller cites the Constitution's guaranty of freedom of speech, and notes that Congress, in writing the Communications Act under which the FCC has its being, took extreme care to tell the FCC to keep hands off radio programs. One of Congress' orders reads as follows:

"No regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication.'

"How anything could be more specific than that we don't know. Yet the FCC for years has been riding jack-booted over this Con-

(*Continued on page 96*)

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

To help increase "Take-Home Savings"

THE Treasury Department has published two new booklets to help you and your employees realize the utmost benefit from your Payroll Savings Plan—benefits proportioned to the extent your employees add to "take home savings" by buying and holding U. S. Savings Bonds.

"Peacetime Payroll Savings Plan" for key executives offers helpful suggestions on the conduct of the Payroll Savings Plan. In addition, it quotes leaders of Industry and Labor and their reasons for supporting the Plan.

"This Time It's For You" is for distribution to employees. It explains graphically how this convenient, easy thrift habit works. It suggest goals to save for and how much to set aside regularly in order to attain their objectives. If you have not received these two booklets, or desire additional quantities, communicate with your State Director of the Treasury Department's Savings Bond Division.

See your Payroll Savings Plan through to maintain your share in America's future. It is sound economics and a powerful force for good today—and tomorrow—as a safeguard for stability and a reserve of future purchasing power—money that is kept within your community.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council

Proper Staffing Cited as Station Must

It Should Preface All Organizing Says Broadcaster

By LYNNE C. SMEBY

IN THE MAY 27, 1946 issue of BROADCASTING, Lewis F. Sargent of WEEI Boston presented his views on station operation.

His opening statement said that "Programs should be ranked with top priority . . ." Later in the article, he says, "The program department is the key to the general showmanship of the station." In another place, Mr. Sargent states, ". . . many programs go on the air without proper thought and preparation." Then he continues, "so-called 'public service' programs need just as much preparation as do commercial and station sustaining programs; too much valuable broadcast time is wasted upon poorly prepared and badly timed public service, merely to fulfill the station's obligations." Mr. Sargent continues, "talent is the life blood of broadcasting and should be constantly sought and developed, and encouraged as a mutually advantageous project."

Around these statements that are agreed with, Mr. Sargent has woven comments on qualifications of personnel, on organization, and he has presented an organization chart.

Mr. Sargent's approach to the problem of focusing attention on program deficiencies is reminiscent of accusations leveled at government bureaus from time to time. The general approach in answer to criticism is: "reorganize," and this is followed by the drawing of a new organization chart instead of securing competent personnel. All too often, the new "paper organization" functioned as badly or worse than the original one. The reason was that the trouble lay not in "paper organization" but in the personnel itself.

Managerial Musts

Mr. Sargent delineates very well the qualities desired in a manager by saying, " . . . who has all the qualities of a good executive—initiative, energy, imagination, vision, *the ability to coordinate departments and operations, and inspire maximum effort on the part of all personnel* . . ." Part of his "qualifications" has been underlined because in his proposed organization, the whole station operation is vested in the program director except for the "creative and planning committee" and the "treasurer." His manager then is to *coordinate* and *inspire* the program director, the committee and the treasurer. The committee is to concern itself, *at staff* level, by ". . . . search and develop the creation of program ideas on the part of the whole organization." He does not say whether the treasurer is *at staff* level or not but the chart shows it this way. Except for these two *staff functions*, everything else is administered by the program director. It appears that the program director is the one who primarily needs the qualifications underlined in the quote of Mr. Sargent's qualifications of a manager. The part not underlined reads like part of the qualifications required of the Chairman of the Board of Directors.

Except for these two *staff* functions, the "program director" is to run the entire station. Why not move these two under the direction of the "program director" and change his title to "general manager." Mr. Sargent's so-called program director will be a very busy man with many things that are not programming. It is doubtful if he will have much time to spend on programs. He must take care of, in addition to programming, the following departments: Publicity, general service, engineering, sales, writing and public service. I assume Mr. Sargent meant that all of these departments would be responsible directly to the program director although his chart shows that "public service" is responsible to "writing division" and that in turn to "sales" and "sales" ultimately to the "program director."

Staff Functions

It appears that, where Mr. Sargent has tried to focus the proper attention on programming by reorganization, he will end up without a program director unless his "production" can rise to the occasion and properly assume these duties.

Fundamentally, Mr. Sargent has mixed up *staff functions* with *operational functions* in all cases except in regard to his "creative and planning committee". Every department in a radio station has both of these to a more or less degree.

Take as an example, engineering. The following are *staff functions:* (1) General long range development of the physical property. This includes a constant study of technical developments so that the company may apply if the proper time ever comes—for a better frequency, more power, FM, television and facsimile; (2) new and improved equipment when desirable; (3) maintenance of equipment and technical operation at a high efficiency; and (4) supply management with engineering data that will help promote and sell the station. This includes such things as coverage data on the station and its competitors.

MR. SMEBY, consulting engineer, has recently returned to civilian pursuits after serving four years as radio specialist in the Signal Corps. In commenting on Lewis F. Sargent's article, he speaks from 23 years of radio experience in station technical operation as well as ex-director of engineering for NAB. In addition, Mr. Smeby is a principal in a new station application, now pending before the FCC.

There is only one main and very important *operational function* of engineering and this is to *supply technical facilities and operators for the use of the program department.*

Lines of Authority

Mr. Sargent said that he feels that with lines of authority clearly drawn, department heads should have authority "commensurate with their responsibility." With lines of authority clearly drawn, the chief engineer can report to the manager on *staff functions* and supply the program director with *operational functions.* My operators have always been instructed that they are working for the program department when helping produce a show and that otherwise they were working for me. This has worked well. I believe that the two functions of *staff* and *operation* can successfully be *clearly drawn* for all department heads including the program director.

And now to comment on programming. The FCC release of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees," more commonly referred to as the "Blue Book," has served to focus attention on programming. The legal aspects of the Blue Book will not be commented on, but the program philosophy will be, as well as the implication that our programming as a whole is bad. It is not believed that the Commission meant to indict the whole industry. Certainly, there are broadcasters who are not discharging their obligations properly. On the other hand, in the

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BOWLING TROPHY won by WGAR Cleveland team is accepted by Carl George (1), WGAR assistant general manager, from Ray Reely, vice president of Fuller Smith & Ross agency and president of Cleveland Advertising Club.

final analysis, the average American family would not spend an average of over 5 hours per day (NAB figure) listening to the radio if it were as terrible as some people try to make it out.

It is believed that the program philosophy outlined, mainly in a negative way, in the Blue Book is sound and has, in the main, coincided pretty well with the policies of most stations. This does not mean that we should not strive for improvement, and most stations do. Program betterment will come from criticism such as contained in the Blue Book and from *staff functions* such as suggested by Mr. Sargent. This is *staff* work principally for the program director.

The program director should be the key man in this improvement just as the engineer is the key man in technical improvement. The general manager must recognize this and foster it. Unfortunately, there are three factors that make it difficult for the program director and the engineer to compete with the sales manager for the attention of the general manager. These two members of the station staff are always spending money and never take in any, and it is difficult for the manager to see how their efforts are producing desired results for the station.

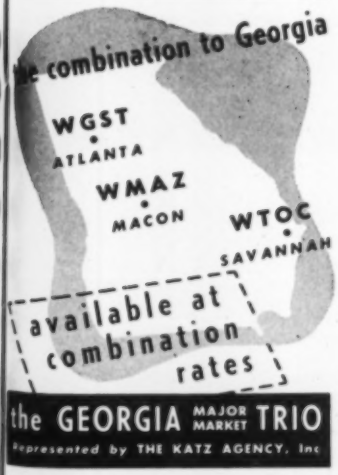
On the other hand, it is "easy" to see the money roll in through the efforts of the salesman. Secondly, the salesman is better equipped to convince the manager because his full time job is selling. Thirdly, the salesman, in most cases, is not subject to precise measurement of his success or failure to sell a client. The manager gets his report from the salesman and rarely hears the other side from the client who wasn't "sold." On the other hand, failure on the part of the engineer is obvious. The station goes off the air. In regard to the program director's work, there are plenty of people, including relatives of the sponsor, all too willing to tell the manager what they think of a production.

This, it is believed, is of major consequence in technical and program improvement. It is not enough that the engineer wants a new amplifier or that the program director wants an enlarged budget for talent costs. Their ideas must be "sold" to others, principally the manager. The solution lies in a study at *staff level* of what is needed and *why*. Be sure you are right and that you can justify your stand to others.

Understand His Problems

Study the manager and try to understand his problems. Programming is only one of them. Remember the questions he has asked you about a proposed program or change in program philosophy where you did not have the proper answer, and see if you can have the answer next time. If not, maybe your idea is no good. Use all factual data possible and spend time on preparation before approaching the manager.

What this all sums up to is that personal ability is more important than "paper organization." If the station hasn't a competent manager to start with, then all is lost. If it has, then the department heads can go as far as they are capable of, if they will try to understand the overall problems of the manager and learn a little salesmanship.



Agency Group Meet

MEMBER agencies of the central council of the American Association of Advertising Agencies met in Chicago June 11, at noon at Tavern Club. Following round table discussion, reports on special topics were given by Fairfax Cone, Foote, Cone and Belding; Melvin Brorby, Needham, Louis and Brorby; Leo Burnett, Leo Burnett Co., and Frederic R. Gamble, president of AAAA.

Miller on BNRF

JUSTIN MILLER, president of the NAB, has been named a member of the board of directors of Brand Names Research Foundation, to represent radio.

WHO FARM SHOW

Sept. 21 Is Scheduled Date; $1,000 in Prizes

FOURTH ANNUAL WHO Des Moines Corn Belt Plowing Match and Soil Conservation Field Day will be held Sept. 21 in Marion County, Iowa. The event will stress Midwest conservation practices, along with Iowa Centennial activities and is expected to attract over 30,000 spectators. Prizes total $1,000 to plowmen in both contour and level matches.

U. S. Soil Conservation Service and other farm organizations are cooperating with the station in the big day. Plans for the 1946 Conservation plowing feature include four plowing contests, centennial parade, conservation demonstration and a program featuring WHO talent and farm celebrities from the Midwest.

WDSM IS PURCHASED BY RIDDER FAMILY

SALE OF WDSM Superior, Wis., 1230 kc with 250 w, by President James J. Conroy and associates to Ridson Inc. for $150,000 before adjustments has been approved by FCC.

Ridson Inc. is a Minnesota corporation headed by Herman H. Ridder of St. Paul and owned by him and other members of the Ridder family in approximately equal interests. President Ridder's background includes assistant treasurership of WTCN Minneapolis and extensive newspaper work. He owns 16.6% as does Walter T. Ridder, Washington correspondent for Minnesota papers; Bernard J. Ridder Jr., Duluth; Eric Ridder, New York; Robert B. Ridder, Duluth; Bernard J. Ridder, New York.

Transferors are President Conroy, 35 of 114 shares; Roland C. Buck, 45 shares; George H. Welles Jr., 23 shares; Victoria B. Conroy, 10 shares; Dr. J. H. Weisberg, 1 share.

The $150,000 purchase price is to be adjusted by adding amount of cash, notes and accounts receivable at closing date and any tax refunds hereafter received, less the amount of taxes accrued at closing date.

Law Firm Changes

REORGANIZATION of Washington law firm of Kremer and Bingham to include former associates Linton M. Collins, William A. Porter and H. Donald Kistler has been announced. Specializing in radio law, firm is now known as Bingham, Collins, Porter and Kistler with offices in the Tower Bldg., Washington, D. C. Mr. Bingham is the stepson of the late J. Bruce Kremer. Robert M. Booth and Charles M. Walker are associate members of the firm.

IN LINE with War Dept. postwar realignment, the Radio Branch last week became the Radio Section. Bureau of Public Relations is now Public Relations Division. Personnel remains the same.

INTRODUCTION TO FAME

A highly entertaining program aired over KFI on Saturdays at 11:45 a.m. carries the self-explanatory title, "MEET THE AUTHOR." For the literate segment of this station's listening audience (and we trust that it's an impressive figure), the program presents an opportunity for the public to meet famous authors of famous books all very *en famille*. Bob Dworkin, librarian, researcher and radio scripter, conducts the weekly 15 minute interview with authors and his guests have thus far included: Adria Locke Langley (A Lion Is In The Streets), Frank Tashlin (The Bear That Wasn't) and Dixon Wecter (Johnny Comes Marching Home). "MEET THE AUTHOR" is another Public Interest series presented by KFI in cooperation with the Los Angeles Public Libraries.

AND NOW THE LARKS

KFI's Musical Director, Claude Sweeten, conducts the symphony orchestra each Monday evening at 9:30 when the station and the Hollywood Bowl Association offer the 1946 "KFI-HOLLYWOOD BOWL AUDITIONS." In this, the third consecutive season, 26 vocalists under the age of thirty compete for a solo performance in Hollywood Bowl on August 25th with Leopold Stokowski. Committee of Judges to select the winning vocalist through these Public Interest programs is: Leon Rains, Dr. Mary Carr Moore, William von Wymetal, and R. B. Olds.

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Gain Increase

WAGE increases of 18½ cents per hour for 10,000 employes of Sylvania Electric Products Inc., were guaranteed in an agreement reached last week by the company and the CIO's United Electrical, Radio and Machine Workers of America. Negotiations leading to the signing of the contract proceeded without interruption of the company's production. Sylvania plants affected by the wage rise are Warren, Johnstown, Altoona, Mill Hall, Williamsport and Emporium, Pa.; Huntington, W. Va., and two plants at Salem, Mass.

WNYC New York has started a new daily news program schedule with a five-minute news summary five minutes before every hour.

ELECTRONICS MAKES MEN INVISIBLE

RCA Announces Infra-Red Floodlights Used In Latter Days of War

NAVY LANDING operations conducted under cover of darkness, unseen by the enemy, were aided greatly late in the war by infra-red electron telescopes and infra-red floodlights and markers developed by scientists and engineers of RCA, the Navy has revealed.

Navy personnel actually were endowed with advantages of invisible men during such operations, being able to see without being seen.

Heart of the infra-red electron telescope is a small image tube, utilizing many of the principles employed in electronic television systems, RCA reported. The tube has a photosensitive surface particularly sensitive to infra-red radiation.

This equipment was first tested in 1942, and by the following year was in full production. Operation of the electron telescope consists of an objective lens for forming upon the sensitive cathode of the tube, an infra-red image of the scene being viewed, the tube itself, and an eye-piece. The tube has a semi-transparent photosensitive cathode which is ultra-sensitive to infra-red radiation, an electrostatic electron lens system and a fluorescent screen.

The infra-red image is concentrated on the photo-cathode, the latter releasing a pattern of electrons conforming to the original image. These electrons then go through an electrostatic field, accelerating them toward the fluorescent viewing screen.

ARMY ATOM PLANT TO BE RUN BY GE

GENERAL ELECTRIC Co. on Sept. 1 will take over control of the Army's $357,000,000 Hanford, Wash., atomic power generation unit. E. I. DuPont de Nemours Co. has operated the plant since its construction, but that company prefers to limit its work to chemical developments, rather than power.

According to Maj. Gen. Leslie R. Groves, Manhattan Project chief, GE will be paid $1 a year for all work performed at the plant, the same fee paid to DuPont.

"The General Electric Co. was engaged in atomic research for peacetime application before the war," Charles E. Wilson, GE president said. "With this background we are convinced that the quickest possible development of non-military applications not only is the most constructive solution to the problem which atomic energy presents to the world, but our greatest opportunity for more jobs and more goods for more people in the future."

The Hanford works will be operated by a manager and an advisory committee including: A. H. Winne, vice president in charge of engineering policy; Dr. C. G. Suits, vice president and director of GE research labs; Dr. Zay Jeffries, vice president and general manager of the GE chemical department.

RCA Dividend

RCA Board has declared 87½-cent dividend on outstanding $3.50 cumulative first preferred stock, for period April 1-June 30, 1946, payable July 1 to holders of record at close of June 17 business.

OPA TAKES ACTION ON TUBELESS SETS

"IT HAS COME to the attention of the OPA that radio manufacturers are shipping radios without tubes," the OPA said in a recent statement. "This is strictly in violation of the radio price regulation, for to date OPA has not established ceiling prices for radios without tubes. Enforcement proceedings will be brought against all firms who continue this practice."

Manufacturers lacking radio set tubes, OPA added, may apply to OPA in Washington for ceiling prices of the tubeless sets. The agency said that for a radio set that retails for around $30, tubes bought separately by the consumer would cost about $5.

In another move directed toward manufacturers, OPA announced radio set manufacturers introducing new models may now calculate ceiling prices of these new models by bringing prices in line with sets that are now being produced. These sets now in production, and with established ceiling prices, said OPA, must be used whenever possible for comparison and price alignment.

Universal Broadcasting Records 'Bikini Preview'

FORTY-FIVE stations in the U. S., three stations of the Hawaiian Broadcasting System and Armed Forces Radio Service are taking Universal Broadcasting Co.'s shows, *Bikini Preview*. Austin Fenger, news and special events director of KSFO San Francisco, began recording the programs in May, with a crew of technicians, on Bikini and in the vicinity. In 11 Western states, Acme Breweries is sponsor of the programs, which are background and "color" stories preceding the atom bomb tests in July.

Series is being syndicated throughout the country by Universal Syndicated Features and Universal Radio Sales, two divisions of the parent company. Mr. Fenger returned to San Francisco for a short time last week and is now back in the Pacific for the actual bomb tests.

William H. Priess

WILLIAM H. PRIESS, 54, former president of Priess Radio Corp., and a pioneer radio engineer, died June 1 at his home in New York City. He had suffered a cerebral hemorrhage the preceding Friday. During World War I he made many valuable radio contributions as a lieutenant in the Signal Corps. After the war he was radio inspector for the Port of New York, and later, chief engineer of the De Forest Radio Co. He started his own firm in 1924. In 1931 he founded International Television Radio Corp. During World War II he worked in electronic research and development with the Navy. Mr. Priess is survived by his wife, a son and daughter and his mother.

Export Surplus Pact

RCA, International Division, has signed a contract for export sales of surplus electronics material in over-supply, according to War Assets Administration. Items will be nonsecret and not in demand in this country.

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PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

BROADCAST EDITORIALS

Hollywood Station Uses Press Opinions; Currently Refrains From Own Writing

DAILY EDITORIALS have become a feature of KMPC Hollywood news presentations, according to Vance Graham, station news editor. A daily editorial is selected from one of Los Angeles newspapers and adapted to use on one news broadcast each day. In effect for one month, this feature has yet to provoke any violent letters to the editor.

Insofar as possible an attempt is made to quote editorial verbatim. With 75 seconds as maximum time limit, some editorials are necessarily shortened. At first editorials were used on a mid-day broadcast but they are now broadcast on a nighttime spot.

To separate editorial from remainder of news period a bell is sounded to introduce it and complete identification is made. After editorial is read, bell is sounded again. At present editorials are selected from local papers but other newspapers' editorials will be used from time to time depending upon their appropriateness, according to Mr. Graham. Only determinant is timeliness, he says.

Next step in editorial presentation, would be editorials written by station itself, but Robert O. Reynolds, vice-president and general manager of station, reports this is not presently planned. Instead he explained use of editorial has been adopted in attempt to provide maximum breadth to news presentations. He said station newscasts include every other type of news material and addition of editorial of air seemed fitting.

Elaborating on this practice, Mr. Reynolds felt station is not destroying radio's tradition of responsibility. Instead he characterized use of editorial as part of complete news coverage.

Radio listeners crave an honest opinion in the estimation of Mr. Graham; he feels that editorials properly identified boost interest in radio news presentation. As further evidence, he cited popularity of commentators who do more than present news in strict reportorial fashion.

HOUSE GROUP HITS COURT PAY RULING

RUMBLES have been heard on Capitol Hill of possible impeachment proceedings against the Supreme Court, which held unconstitutional a rider attached to an appropriation bill denying salaries to two former FCC employes and Robert Morse Lovett, former Government secretary of the Virgin Islands.

Some members of the House Appropriations Committee, which initiated the action against Mr. Lovett, Goodwin B. Watson, former chief of the FCC Foreign Broadcast Intelligence Service, and William E. Dodd Jr., FBIS news analyst, were conferring to determine whether to demand Congressional action. Messrs. Lovett, Watson and Dodd were ordered discharged by Congress after former Rep. Martin Dies (D-Tex.), chairman of the House Committee on Un-American Activities, charged the three were among 39 individuals affiliated with Communist-front organizations.

A subcommttee on appropriations, headed by Rep. John Kerr (D-N.C.), in 1943 recommended the rider denying salaries to the three men after Nov. 15, 1943, following an investigation. Messrs. Watson and Dodd, whose jobs since have been abolished by FCC, were permitted to work an extra week without pay to make a test. Mr. Lovett remained on the job some four months.

The Supreme Court, in a unanimous opinion, held that the rider was a "bill of attainder" against the three and was a "legislative act which inflicts punishment without a judicial trial" in violation of the Constitution.

Gulf on WCBW

GULF OIL Corp., Pittsburgh, will start sponsorship of quarter-hour tele-newscast Thursdays 8:15-8:30 p. m. effective June 20 on WCBW New York for 52 weeks. Program will present headline news events reviewed orally and pictorially. It is planned to exploit television's potency as a visual medium by using special newsreel films, up to the minute news photo "stills" and animated maps and charts. Running commentary will translate and interpret importance of the events viewed. Series is in addition to firm's sponsorship of *We the People* on CBS. Agency is Young and Rubicam, New York.

Shot Hot Spot

BLANKETY BLANK! went the sound effects men of WOR New York last week, and the cause of their chagrin was just that. No blanks. No tell tale shots to ring out in the crime chasing activities of Nick Carter, Bulldog Drummond, The Falcon or any other WOR-Mutual sleuth, for the station had run out of blank cartridges and all eastern ammunition plants could offer was live shot. But finally the sound effects department, after scouring sporting shops in two states—drew a blank—4,000 of them to be exact—in a little sports shop in Union City, N. J. So murder can once more ring out from WOR-Mutual studios.

TRIP DISCUSSION by A. W (Sen) Kaney, station relations manager of NBC Central Division (r) and Wallace O. Ollman, general manager of the Merchandise Mart, Chicago, deals with air voyage to South America which Mr Kaney won as second prize in an idea contest sponsored by owners of the Mart, home of NBC studios

Army, Navy Electronics Requested Budgets High

WITH THE NAVY Appropriations Bill now in the Senate, and already approved by the House, it was learned that $88,734,000 has been recommended as the allocation for electronics equipment; and $17,000,000 for electronics research within the Electronics Division Bureau of Ships. A total of $250,000,000 has been earmarked for overall Navy electronics research and development.

Army Signal Corps is understood to have asked for $104,083,000 total in the War Dept. Appropriations Bill, now before the War Dept. Subcommittee of the House Appropriations Committee. Of that figure, $25,000,000 is for research and development; $11,173,036 for procurement.

CKCW to 5 kw

CKCW Moncton, N. B., inaugurated its new 5 kw transmitter June 12, increasing power from 250 w and changing frequency from 1400 kc to 1220 kc.

GOING 5000 WATTS

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

Waitin'

IN 1942 when the St. Louis Cardinals won the World Series pennant they had been spurred on by the catchy tune of "Pass the Biscuits, Mirandy," the version by Spike Jones and his City Slickers. Harry Walker, member of the 1942 and 1946 Cardinals, last week remembered the tune and sought again to pep up the boys but searched local music shops to no avail. Bob Hyland, salesman of KXOK St. Louis and son of Dr. Robert F. Hyland, Cardinals' physician, recalled that the KXOK music library had the desired selection. A transcription has been made and presented to the team. Results are awaited.

Wolf Opens Offices

USTIN R. WOLF has opened law offices at 1703 K St., N.W., Washington. He will specialize in practicing before Government agencies, including FCC and FTC. A graduate of Harvard Law School, Mr. Wolf was a Navy lieutenant (jg) during the war, his most recent assignment being Washington liaison officer for U. S. Delegation to the Allied Reparation Commission. Prior to that time he was with the Federal Power Commission, and later, assistant general counsel of the Petroleum Administration for War.

Wallace to Speak

HENRY A. WALLACE, Secretary of Commerce, will be featured speaker at Annual American Marketing Assn. Awards Luncheon June 26 in New York's Commodore Hotel. Mr. Wallace will speak on "What Kind of Leadership in Marketing Is Needed for Prosperity?" Other features of the luncheon will be the presentations of the American Marketing Award for leadership in marketing and meritorious service citations for accomplishment in marketing.

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Texas Network Political Policy Is Violation, Candidate Claims

FCC and the Dept. of Justice last week were considering a complaint filed by Homer P. Rainey, former U. of Texas president and now a candidate for Governor, who maintained that stations of the Texas Quality Network were limiting time sales for political broadcasts.

Justice Probing

Although no official reply had been released by the Commission, FCC sources pointed out that Sec. 315 of the Communications Act holds that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such (political) candidate," the only requirement being that "equal opportunity" be provided other candidates if time is alloted to one. Mr. Rainey's complaint was reported under consideration.

At the Justice Dept. Wendell Berge, assistant attorney general, acknowledged the complaint had been received and that it was being investigated to determine whether any anti-trust law violation was involved.

Mr. Rainey's message to both agencies said that "radio stations WFAA Dallas, WBAP Fort Worth, KPRC Houston and WOAI San Antonio, all comprising the Texas Quality Network, have entered agreement not to sell time to political candidates before June 11. From June 11 to July 13 the network will sell each candidate only one broadcast. For period July 13 to July 27 the network will prorate available time.

"The election will be on July 27 and this will permit the candidates limited use of four of the most powerful stations in Texas for only two weeks, thereby preventing thousands of rural voters from hearing the public discussion on the part of the various candidates," he continued. He decried "this arbitrary limitation" and said he had "tried by direct appeal to the network to get them to take my speeches at their regular political rates but without success."

"In the present combination," he said, "three of these stations are owned by large newspapers. This radio-newspaper tie-up gives a few owners great power to curb free discussion of public issues . . . Attorneys advise me this agreement violates the Federal anti-trust laws and is contrary to the spirit and perhaps the letter of the Federal Communications Act . . ."

Mullin Speaker

GEORGE E. MULLIN, head of General Electric Co. Farm Sales Division, Bridgeport, Conn., presented GE's new program for placing GE products before the rural market in a speech to members and guests of the American Marketing Assn., at a luncheon in New York last week. Mr. Mullin said that the buying habits of the farmer usually placed radio in third place, and that this field would expand as more and more farms became electrified. He added that in bringing the farmer face to face with the newest products of GE, advertising would use greater radio appeal, and where possible television.

'FM SETS ARE HERE!–' SAYS ASCH

WBCA President Repeats Ad in Schenectady —With Zenith Goods to Back It Up—

THE MUCH-DISCUSSED ad, "If You Buy a New Radio Without FM, You'll Obviously Have an Obsolete Radio!" has reappeared in the *Schenectady Gazette*, again run by WBCA. But this time the headline is "FM Sets Are Here! . ."

According to Leonard L. Asch, president of WBCA, Schenectady's FM 16-hour daily FM station, Commdr. E. F. McDonald, Zenith president, has shipped his first sets into the area, and the "first FM set campaign" is underway in Schenectady.

The original advertisement [BROADCASTING, Dec. 31, 1945] started a "feud" among broadcasters when R. C. Cosgrove, Radio Manufacturers Assn. president — and also executive vice president of Crosley Corp. — took issue with the claims for FM. Claims were substantiated with quotes from outstanding radio manufacturers and broadcasters.

Latest three-quarter page ad, run June 10, quotes BROADCASTING; *Radio Daily*; Dr. W. R. G. Baker, vice president of GE; Paul Kesten, vice chairman of the board, CBS; Mark Woods, ABC president; Niles Trammell, NBC president; T. A. M. Craven, vice president of Cowles Broadcasting Co.; and gratuitously lists six FM stations now operating.

Zenith Ad

In the same issue of the *Gazette*, there is featured a full page ad for Zenith FM models, which appear for first time in Schenectady market, subscribed to by 14 dealers who invite the public to a demonstration. In addition, a few of the dealers repeated individual ads on FM radios in the same paper.

Although prices are not quoted on the table, console, and combination models shown in the full page Zenith ad, it was learned they range from $56.85 to $314.10.

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- N. Y. Rangers Hockey
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- Trotting Races
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- Soccer Tips
- Hour of Champions
- Todays Baseball
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- Basketball News
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- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

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5000 WATTS
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IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
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Let WHBF capture this prosperous 200,000 market for your sales product.
WHBF
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Petrillo

(Continued from page 15)

and the international executive board since the last AFM convention. The delegates adopted the resolution amid a noisy demonstration in support of their president.

Mr. Petrillo has made it plain that he called the strike at WAAF to test the constitutionality of the Lea Act. In view of his admission to making demands on the station and subsequently calling a strike and ordering a picket to patrol the street in front of the WAAF studios, there is no issue of fact, according to Dept. of Justice officials.

Legal Avenues

Should Judge La Buy rule against the AFM motion to dismiss, the case could go to trial, although it was pointed out that a hearing could be by-passed by a stipulation of facts entered into by the Government and AFM counsel.

On the other hand, should the court sustain the motion, the Government could appeal directly to the Supreme Court on a question of constitutionality, it was said. That method was used in late 1942 when the Government charged Mr. Petrillo with violating the anti-trust laws in his ban against record-making by AFM members.

In the anti-trust suit, District Judge Barnes of Chicago dismissed the case on motion of AFM counsel, who contended that the issue was a labor dispute and not one involving the anti-trust laws. The Government appealed directly to the Supreme Court and on Feb. 11, 1943, the high court sustained the lower court.

Inasmuch as both the Government and AFM are anxious to have the Supreme Court rule on the constitutionality of the Lea Act as early as possible, it was felt that the present action against Mr. Petrillo would be expedited.

Petrillo Charges

The criminal information filed by Mr. Woll specifically charges that Mr. Petrillo, as president of the Chicago Federation of Musicians, "wilfully, by the use of force, intimidation, duress, and by the use of other means, did attempt to coerce, compel, and constrain said licensee (WAAF) to employ and agree to employ in connection with the conduct of its radio broadcasting business, three additional persons not needed by said licensee to perform actual services, in the following manner, to wit:

"(1) By directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by the said licensee in connection with the conduct of its broadcasting business, to discontinue their employment with the said licensee; (2) by direction in causing said three employes and other persons, members of the Chicago Federation of Musicians, not to accept employment by said licensee; and (3) by placing and causing to be placed a person as a picket in front of the place of business of said licensee."

Bradley R. Eidmann, general manager of WAAF, said that a picket has been on patrol on the Wabash Ave. side of the Palmer House in which WAAF studios are located for the past 10 days but only "on a parttime basis." The picket's sign bore this inscription: "Radio Station WAAF Is Unfair to Chicago Federation of Musicians."

Local 802 Fight

Meanwhile a two-year fight on the part of 19 members of New York Local 802, AFM, charging irregularities in the election of officers, is scheduled to be tried today (June 17) in New York Supreme Court. Mr. Petrillo and Jacob Rosenberg, president of Local 802, largest and wealthiest of the AFM locals (see story, page 35), are named defendants. Co-defendants are George Abrams and the Honest Ballot Assn., of New York.

Plaintiffs charge that elections held in 1942 and 1944 violated union by-laws, that Local 802 had a requirement that the elections be held under supervision of the Honest Ballot Assn. Suit also charges that the AFM international executive board dismissed the complaint on the grounds that the organization did supervise the voting and counting of ballots. Mr. Abrams was an employe of the Honest Ballot Assn., the petition says.

AFM Resolution

In the closing hours of its convention the AFM adopted a resolution calling on the FCC to require all stations to devote a minimum of 25% of their operating time to "locally originating programs of which at least half should be devoted to music, and that a reasonable share of this be furnished by professional union musicians." The resolution follows:

Whereas, the basic Federal law governing the granting or renewal of licenses to operating radio stations requires that the public interest be served thereby, and

Whereas, the public interest has been defined to mean, among other things, opportunity for local talent and local activities to afford expression and outlet on local programs, and

Whereas, local live programs have been declining as network broadcasting has gradually monopolized available air time, resulting in ever-lessening employment opportunities for the nation's musicians and extreme concentration of musical work in a few principal stations in three large cities, and

Whereas, this is contrary to public policy laid down by Federal law and supposed to be administered by the FCC, and

Whereas, at present the average standard station employs less than one-third of a fulltime musician, a statistical fact which means that several hundred stations have no fulltime staff musicians whatever, therefore,

Be it resolved that the Federation call upon the FCC for full consideration of this important aspect of democratic functioning before granting licenses or renewals to operating radio stations, and

Resolved that in the interest of balanced program service to the American public, as well as increased working opportunities for its members, the Federation urge the FCC to set up adequate standards aimed at adjusting the present inequities, and

Resolved that the Federation make a recommendation to the FCC, namely

ENTERTAINING agency-network representatives is Jimmy Durante at reception on occasion of signing by United Rexall Drug Co. of Garry Moore (l) and Mr. Durante for another season on CBS. Listeners are (l to r) Harold L. McClinton, vice president in charge of radio for N. W. Ayer & Son, and Frank Stanton, CBS president. Durante-Moore program, off the air June 7, resumes for United Drug Sept. 13. Some 200 members of the press, CBS, agency and sponsor attended June 6 reception held at the Waldorf-Astoria, New York.

'OF WHOLE CLOTH'

Says Lea of Petrillo Charge About NAB Head

CHARGES by James Caesar Petrillo that Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Lea Act, known also as the anti-Petrillo Bill, was instrumental in the selection of Justin Miller as NAB president last week were branded by the veteran Congressman as false.

"That's made out of whole cloth," said Mr. Lea, when apprised that Petrillo had boasted to his AFM convention the week before that Mr. Lea told broadcasters he would do what he could to disrupt the AFM if the broadcasters would give Mr. Miller, a personal friend for 50 years, a job [BROADCASTING, June 10].

"We were working on the Petrillo Bill long before Judge Miller was even considered for the NAB," said Representative Lea who returned last week from campaigning in his district. "In fact Judge Miller was elected president of the NAB before I knew anything about it."

Trial Delayed

CROWDED court calendar in the New York Supreme Court has prevented the trial of an injunction suit brought by Martin Stone, producer of "Author Meets the Critics," against WHN New York, broadcaster of "Books on Trial" [BROADCASTING, June 10]. Assignment of a court and judge is expected this week.

GETTING READY TO TAKE A CHANCE (Ky.)?

If you're all pink and panting over your opportunities in this state, you can't afford to take a Chance (Ky.). That's why WAVE leaves Chance to the cosmic stations that cover the Western Hemisphere (or more!). Us, we're content to keep our power down (our rates, too) and concentrate on the Louisville Trading Area, whose people have more money to spend than you'll find in the rest of the state, *combined!* Instead of taking a Chance, let WAVE make your success a mathematical cinch! Now?

LOUISVILLE'S WAVE

5000 WATTS . . 970 K. C. N.B.C.

FREE & PETERS, INC. National Representatives

IN CANADA WINNIPEG is a "MUST" buy

Men Who Know select CKRC

REPRESENTATIVE - WEED & CO.

that every radio station in the U. S. be required to devote a minimum of 25% of its operating time to locally originated programs of which at least half should be devoted to music, and that a reasonable share of this be furnished by professional union musicians.

'Welfare' Fund

To the international executive board, the convention entrusted the million-dollar "welfare" fund from records. That issue resulted in considerable debate, with many delegates urging the fund be pro-rated among locals. Mr. Petrillo won out, however, for disbursement by the executive committee. He estimated the fund would reach $2,500,000 by Jan. 1. He urged that it be used for giving free concerts throughout the country.

A resolution authorizing the AFM to apply for a radio station license was defeated but another, which was adopted, authorized a study of FM by a committee and if the committee deems it advisable to apply for FM stations, either in the name of AFM or local unions, "the officers be and they are hereby empowered and directed to do any and all things necessary to make or cause to be made such application or applications in accordance with the rules of the FCC."

Immigration Resolution

Another resolution approved calls upon the immigration service to stop the practice of Mexican musicians entering the U. S. to play miscellaneous engagements.

A plan to employ a public relations counsel to educate the public away from calling Petrillo a "czar" and "dictator" died in committee.

Four assistants to the president, at salaries of $15,000 annually for the first, $10,000 for the second, and $8,000 each for the others were approved. Officers, in addition to President Petrillo, were elected as follows:

Charles L. Bagley, Los Angeles, vice president; Leo Cleusman, Newark, secretary; Thomas F. Gamble, Providence, financial secretary-treasurer; John W. Parks, Dallas; Oscar F. Hild, Cincinnati; George V. Clancy, Detroit; Chauncey A. Weaver, Des Moines, members of the international executive board from the U. S.

COMING SOON
50,000 WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representative: FREE & PETERS, Inc.

1874-Major Edward Bowes-1946

MAJ. EDWARD BOWES, famed as originator of the radio amateur show, died last week a day before his 72d birthday at his summer estate, Rumson, N. J., following a long illness. Rites of the Catholic Church had been administered by Francis Cardinal Spellman before death. Funeral services were to be held in St. Patrick's Cathedral, New York, at 10:30 a.m. today. Interment was to follow at Sleepy Hollow Cemetery, Tarrytown, N. Y.

Maj. Bowes

The genial Major rose from clerk in a real estate office, to win and lose several fortunes in realty. Broadcasting, however, made him a household word and lent inspiration to young performers in the depression years of the last decade.

Reclaiming his realty holdings after they had been swept away in the San Francisco earthquake of 1906 Major Bowes came east. In New York he specialized in building theatres, the most famous being the Capitol, which became the first of the motion picture "palaces". From this theater came his first radio feature, *The Capitol Family*. As an official of Metro-Goldwyn-Mayer, Major Bowes undertook the management of WHN New York in 1934, a consolidation of WRNY, WPAP, WQAO and WHN, all owned by the film company. There his amateur hour was born, becoming the most popular program on the air in 1935.

In 1909 he married Margaret Illington, actress, and became her stage manager, working with her until she retired in 1919. Mrs. Bowes died March 11, 1934, at Miami Beach, Fla. They had no children.

Wasmer, Craney Ask Missoula Outlet; Other Applications Filed With the FCC

LOUIS WASMER, owner of KGA Spokane, and E. B. Craney, owner of KGIR Butte and substantial stockholder in several other Northwest stations, own controlling interest in a firm which applied to FCC last week for a new 5 kw full-time station on 630 kc at Missoula, Mont.

Mosby's Inc., which owns KGVO Missoula, holds a construction permit for a new station at Anaconda, which is contiguous to the Butte metropolitan area served by KGIR.

Mr. Wasmer, who sold KHQ Spokane, to Spokane Chronicle Co. for $1,295,000 [BROADCASTING, Feb. 11], owns 32% of the Missoula applicant, Western Montana Assoc. Mr. Craney owns 22%. Other stockholders: Pat M. Goodover, former assistant manager of KGIR, president, 10%; Barclay Craighead, 25% owner of KPFA Helena, Mont. (in which Mr. Craney is chief stockholder) and 51% owner of an applicant at Great Falls, Mont., secretary-treasurer, 10%; A. T. Hibbard, 10% owner of Great Falls applicant, vice president, 16%; W. H. McLeod Jr., Missoula businessman, 10%.

Other applications reported last week:

West Virginia Radio Corp., licensee of WAJR Morgantown, W. Va., principally owned by Mr. and Mrs. H. C. Greer, applied for a daytime station at Pittsburgh on 1080 kc with 1 kw. The company also is seeking FM stations in Morgantown and Pittsburgh.

Joseph K. Rohrer, KOA Denver engineer, and Edythe G. Sweeney of the KOA traffic and program department, co-partners in Pikes Peak Broadcasting Co., applied for a new station at Colorado Springs, Colo., 1240 kc 250 w full-time.

Roy C. Kelley, former executive vice president of Associated Broadcasting System, now seeking with Ray C. Veenstra to purchase WHLS Port Huron for $300,000 [BROADCASTING, June 3], applied for 1490 kc with 250 w fulltime at Muskegon, Mich.

Boulder City Broadcasting Co., licensee of KBNE Boulder City, Nev., applied for a new Las Vegas outlet to operate on 970 kc with 1 kw fulltime.

Demand for Higher Pay Expected of Disc Firms

IN ANTICIPATION of AFM increasing pay scale when present contracts end in October, Los Angeles area recording firms are accelerating production schedules and will spend the entire summer stocking up for winter release.

Although James C. Petrillo, AFM president, hasn't announced terms he'll demand, it has been intimated several times that the union will seek substantial increased money. Scale hike, it is known, was privately discussed by AFM top executives during St. Petersburg, Fla., convention, with report that demand will be $30 per musician, per side for record making. Another report is that Petrillo would ask double the present scale, which is $30 for not more than four sides, providing they are completed within three hours.

ALPHA RECORDS, New York, has signed Elsa Miranda, featured on the "Chiquita Banana" transcribed spot announcements, for a series of commercial spot announcements. First recordings for Seyferts Food Co., Fort Wayne, Ind.

ANA SPEECH DIGEST COMPILED BY ASSN.

A 32-PAGE booklet containing abridgements of talks before the semi-annual meeting of the Assn. of National Advertisers last April at Rye, N. Y., on the use of advertising to sell companies as well as products has been published by the Association.

In a foreword to the ooklet, Howard Chase, chairman of the ANA public relations committee and director of public relations for General Foods Corp., said that business has not paid enough attention to selling itself either to employes or to the public.

Contributors to the booklet included Henry H. Haupt, vice president, BBDO; Kenneth G. Patrick, director of public relations, General Electric Co.; Wilbur Schram, director, School of Journalism, U. of Iowa; Everett R. Smith, director of research, MacFadden publications; Dr. Claude Robinson, president of Opinion Research Corp.; Stuart Peabody, advertising director, Borden Co.; Frank Gerhart, advertising manager, Champion Paper & Fibre Co.; Howard W. Allen, director of public relations, John-Manville Sales Corp.; C. W. Ruth, director of advertising, Republic Steel Corp.; Robert M. Creaghead, Robert F. Stone & Co.; and Carleton Healy, vice president, Hiram Walker & Sons Inc.

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New Orleans
shouts its shows on car cards throughout the year
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THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

5000 WATTS DAY AND NIGHT

KGER'S FEATURE FOLKS

Irene Cook, *Women's Editor*

For Availabilities, see Jos. H. McGillvra, Inc.

Long Beach-Los Angeles

KGER

OWNED by MERWIN DOBYNS

"GATEWAY TO THE RICH TENNESSEE VALLEY"

50,000 WATTS

CBS

WLAC NASHVILLE

REPRESENTED BY PAUL H. RAYMER CO.

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

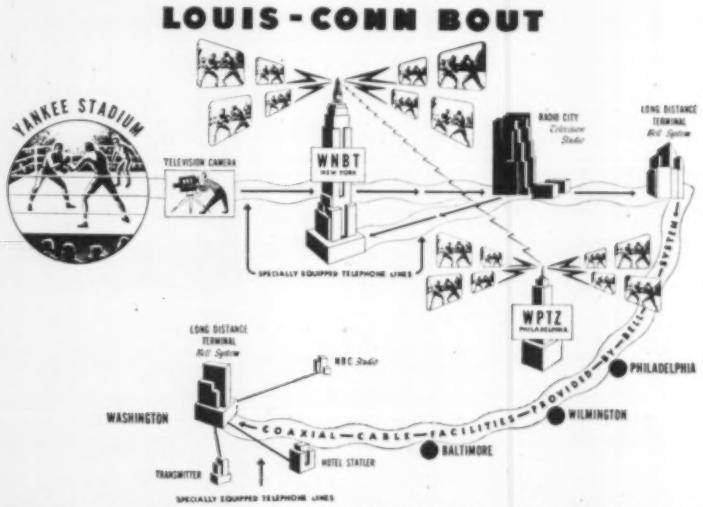
OUT IN FRONT

CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA • MONTANA

Transmission Route for Louis-Conn Bout



DESIGN of television transmission of Louis-Conn fight. Picture will travel from Yankee Stadium to WNBT, from there to NBC's Radio City, out to the Bell System's Long Distance Terminal, and then to Philadelphia and Washington.

DETAILS COMPLETED TO TELECAST FIGHT

RADIO RELAY, coaxial cable, wirelines and broadcasting will all be utilized Wednesday night to carry pictures of the Louis-Conn championship fight to television receivers in and around New York, Philadelphia and Washington. Images picked up by the five video cameras at the Yankee Stadium will be sent by radio relay or by special telephone lines, installed as a safeguard, to Radio City and thence by special wires to the Empire State Building to be broadcast by WNBT. The WNBT signal will be picked up from the air and rebroadcast by WPTZ Philadelphia. Other special wire lines will carry the signals from Radio City to the AT&T Long Distance Terminal where they will be fed through the coaxial cable to Washington and piped by wire lines to receivers in the Hotel Statler and NBC studios and also to the Du Mont experimental video station, W3XWT, for broadcasting in the Washington area.

Women Directors Meet

SECOND annual conference of the NAB Association of Women Directors is scheduled June 15-16 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

Cutting Recovers

DICK CUTTING, assistant director of CBS Western Division public affairs department, recuperating from bronchial pneumonia, returns to his network duties June 24.

Aaron Promoted

JOHN A. AARON, former news editor of WQXR New York, has been appointed director of continuity of the station. With WQXR for three years Mr. Aaron's new position is the result of the transfer of the New York Times news from WMCA New York to WQXR effective July 1.

Right Spot

WILLIAM L. MURTOUGH, Hollywood engineer, winters at fashionable Palm Springs, Calif. and with summer shifts residence to Catalina Island, popular summer resort spot off the shores of Wilmington, Calif. At least that's been his schedule this past year. Chief engineer of KCMJ Palm Springs during past winter, he resigned to rejoin CBS technical staff and was assigned to all programs originating from Catalina Island for summer.

N. Y. Labor School Holds Ten Day Radio Seminar

A TEN DAY radio seminar, June 14-24, is being held at the Hudson Shore Labor School in West Park, N. Y., for a group of 35 educational directors of various AFL and CIO unions. The radio seminar will discuss the use of radio, preparation of scripts, selection of suitable material and how to promote a program in the community.

Morris Novik, radio consultant, opened the session stressing the responsibility of the union toward the program. Nathan M. Rudich, WNYC producer-director, and director of radio and television activities for New School of Social Research, will instruct the seminar while vacationing from WNYC.

Are Married

FRANK LaTOURETTE, news and special events manager for ABC Western Division, and Lola Camaches, who resigned as sales traffic manager of KGO San Francisco, were married in that city June 8.

ROBERT W. BROWN, executive news editor of INS, last week was recovering in Doctors Hospital, New York, from pneumonia.

Channel 6 for FM Suggested by Coy

Says Allocation Could be Taken From Television

WAYNE COY, general manager, WINX Washington and W3XO, experimental FM station, believes that television Channel No. 6 can be made available for FM facilities, thereby rendering unnecessary the FCC proposal to reserve every fifth FM channel.

Mr. Coy believes that industry immediately should propose the allocation of TV channel 6 to FM in a petition to the Commission. This, he says, is possible because of the large number of television applications which have been withdrawn. Thus far 76 applications in this category have been cancelled.

In a situation where there is a scarcity of facilities, Mr. Coy observed, there is bound to develop more government regulation and a tendency toward monopoly in ownership. If the Commission's problem is to make available more frequencies for FM, he feels these dangers could be avoided more readily by the addition of channels rather than by reservation of present limited channels.

Confer Soon

The NAB FM Department Executive Committee of which Mr. Coy is a member, is to be called together soon by Walter Damm, chairman, to discuss this problem. Mr. Damm, is vice president of The Journal Co., licensee of WTMJ and WTMJ-FM Milwaukee.

If television Channel 6 should be made available for FM, it would mean the addition of a minimum of 10 FM channels and a probable maximum of 14. The exact number would be determined by the standards of allocation adopted at the Commission.

Mr. Coy believes that reservation of channels creates a further scarcity, and actually compounds the problems of the Commission in distributing available facilities. He will make his proposal formally before the NAB FM executive committee when it meets. Other members of the committee for FM are: Gordon Gray, owner, WMIT Winston-Salem; John Shepard 3d, general manager, Yankee Network; for AM: Paul Morency, general manager, WTIC Hartford and vice president, Travelers' Insurance Corp.; Leslie C. Johnson, general manager, WHBF Rock Island; Frank Stanton, president, CBS.

Named by Lear

NIELS EKLUND, for four years civilian consultant for the Navy in its research on sound vibration and dynamics, has been appointed chief physicist of Lear Inc., New York.

De Angelo Resigns

CARLO De ANGELO, producer, has resigned from the central radio department staff of McCann-Erickson, New York, to devote full time to free lance directing in radio and the legitimate stage. He leaves the staff effective July 1, but will remain on call to the agency for free lance assignments.

FCC Grants 500w Daytime Capital Outlet to Metropolitan

METROPOLITAN Broadcasting Co., composed of some 75 stockholders with a range of professional interests extending from poultry farming to politics, received a grant for a daytime AM station in Washington last week, to operate on 570 kc with 500 w (see earlier story on page 18).

The group, holder also of a proposed FM grant for Washington, intends on both stations to "pursue a policy of limited commercialization"; originate "a large proportion of its own programs"; engage in program experimentation in an effort to broaden program content, and in general "meet the (program) needs of all listeners in the service area, including approximately 250,000 Negroes."

In support of its "limited commercialization" plans, company officials submitted an exhibit at the Washington FM hearings [BROADCASTING, March 18] asserting that the firm "will strictly limit the length of each commercial announcement, the number of commercial announcements, the place of each announcement in the program period, the time between announcements, the nature of the announcements, and the nature of the products advertised."

'Profits Secondary'

President Morris Rodman, pharmacy owner and real estate man, testified that "profits are secondary."

Metropolitan's rules on commercial policy include: No commercial more than 59 seconds long; no program ever to be interrupted by a commercial; no two commercials in a row (in general, commercials to be 29 minutes apart); no singing commercials; no beer, wine, or liquor advertising; all religious programs carried sustaining.

The firm said it plans to make its facilities and staff available for preparing programs "to all local organizations, colleges, universities, and nonprofit associations on a non-discriminatory basis, and will, in addition, seek to assist national organizations in preparing Washington programs for nationwide distribution by transcription."

In its efforts to broaden program content, the company said it "will experiment widely with portable recording devices for transcribing lectures, forums, news events and other happenings within its service area." It proposed to make its outstanding program features available by transcription to other stations desiring them."

Edward M. Brecher, station director, former economic analyst at the FCC, and then and now one of the staunchest supporters of the Commission's Blue Book, of which he is a co-author, testified at the FM hearing that he and other organizers of the company had sought stockholders "who don't like radio as it is."

A list of 75 stockholders prepared as of March 1 showed none owning more than 5% of stock. Officers, in addition to President Rodman, were listed as Clark Foreman, secretary — president of Southern Conference of Human Welfare, Nashville, Tenn.; secretary of National Citizens Political Action Committee, New York; director of Highlands (N. C.) Museum & Biological Lab.; and director of American Society of Planners & Architects; Robert Davenport, treasurer—acting chief of Industrial Feeding Division, Production and Marketing Administration, U. S. Dept. of Agriculture, and 40% stockholder of Tauxmont Development Corp.

Brecher's Biography

Mr. Brecher, 35, in charge of day-to-day operations, is a native of Minneapolis, holds a B.A. degree from Swarthmore College and M.A. from U. of Minnesota. His biography says he is experienced in teaching and counseling (U. of Minnesota, 1933-34), writing for children (*Compton's Picture Encyclopedia*, 1936-37), editorial research and analysis work (Senate Committee on Interstate Commerce Railroad Investigation, 1938-41), broadcast problems (FCC, 1941-42 and 1942-45), international affairs (Board of Economic Warfare, 1942), children's literature (Beverly Hills Church Book Shop, 1944-46), and interpretation of technical, scientific and social data to national magazine readers.

Mr. Brecher officially left the FCC on Feb. 11, 1946. Metropolitan's FM application was originally filed Oct. 10, 1945 and its AM application was submitted Jan. 23, 1946, but Mr. Brecher's name was not associated with any of the applications or correspondence until after his departure from the Commission. The AM application was listed as "accepted for filing" on March 6, 1946. Rep. Lyle Boren (D-Okla.) has charged on the floor of the House that Mr. Brecher worked on the applications while still employed by FCC.

Department Heads

An exhibit submitted at the FM hearings showed that Mrs. Marion Kingsbury, director of Washington's Remedial Education Center, is director in charge of children's, teen-age, and parents' programs; Mrs. Eleanor Lattimore, one-time teacher at China U., Peking, and secretary of Peking Institute of Fine Arts, former NBC researcher and OWI and Foreign Economic Administration consultant, former field secretary for National Board, YWCA, and now with the American Council, Institute of Pacific Relations, is director in charge of public affairs, forum, debate and related programs; Mr. Davenport, treasurer, is director in charge of agricultural programs; Elizabeth Wickenden, Washington representative of American Public Welfare Assn., formerly with OEM, FSA, NYA, WPA, and FERA, is adviser on social welfare and domestic public affairs programs; Pierson Underwood, assistant to the adviser on Central Europe, War Areas Economic Division, State Dept., and a producer of musical plays, is adviser on musical programs.

Grants

(Continued from page 18)

Glendale, former FCC engineer, manager of Radio News Reel, interested in Coast Ventura Corp. applying for new Ventura, Calif., station. 1240 kc 250 w fulltime. Granted June 13.

Arlington, Va.—Northern Virginia Broadcasters Inc. 780 kc 1 kw daytime only. Equal partners: Frank U. Fletcher, Washington radio attorney, and R. Kilburne Castell, caterer. Granted June 13.

Muskegon, Mich.—Greater Muskegon Broadcasters Inc. 1090 kc 1 kw daytime only. Principals: William C. Wester, sales manager of Boyden Electric Supply, Muskegon, president, 35.3%; N. L. Kessler, engineer at WOWO Fort Wayne, vice president, 35.3%. Granted June 13.

Dunn, N. C.—North Carolina Central Broadcasters Inc. 780 kc 1 kw daytime only. Principals: Earl McD. Westbrook, Dunn mayor and businessman, president, 12.76%; Leslie H. Campbell, president of Campbell College, Buies Creek, N. C., vice president, 4.25%; A. Hartwell Campbell, pastor at Greenville, N. C., secretary-treasurer, 12.76%; Charles A. Francis, Durham, 12.76%; A. Lincoln Fulk, Washington, N. C., 12.76%; Thomas R. Hood, Dunn, 12.76%; W. Wilbur Hutchins, High Point, 12.76%; Lofton A. Tart Sr., Dunn, 12.76%. Granted June 13.

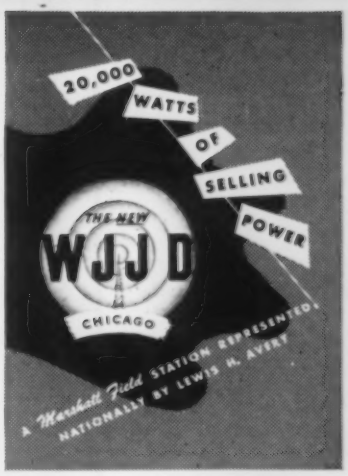
Washington, D. C. — Metropolitan Broadcasting Corp. 570 kc 500 w daytime only. Seventy-five stockholders as of March 1, none owning more than 5%. Principals: Morris Rodman, real estate and pharmacy executive, president, 5%; Edward M. Brecher, former FCC economic analyst, station director, 1%; Robert C. Davenport, Dept. of Agriculture, treasurer, 0.9%; Clark Foreman, president of Southern Conference of Human Welfare and secretary, National Citizens Political Action Committee, secretary, 0.9%; Philip Dunaway, former chief editor of State Dept. Office of Research and Intelligence, director, 1%; Dr. Leon Gerber, surgeon and real estate man, director, 1%; William L. Greene, director of research for Engineering and Research Corp., Riverdale, Md., director, 1%; Dr. Joseph L. Johnson, physician and teacher, director, 1%; Marion Kingsbury, director in charge, Remedial Education Center, Washington, director, 1%; Eleanor Lattimore, Washington representative of Institute of Pacific Relations, director, 1%; Samuel Lichtenstein, wholesale drug firm, director, 5%; Elizabeth Wickenden, Washington representative, American Public Welfare Assn., director, 0.5%; Albert Stanley Youngman, furniture distributor, 5%; Marcus I. Goldman, U. S. Geological Survey, 5%; Simon Gerber, druggist, 5%; John P. Anderson, poultry farmer, 5%.

Muscatine, Iowa—Muscatine Broadcasting Co. Ltd. 860 kc 250 w daytime only. Partnership: George J. Vogler, in radio for eight years; Thelma M. Vogler, musician and teacher; Charles A. Henderson, in automobile business. Granted June 13.

Bloomington, Ind.—Fred O. Grimwood, radio engineer. 1490 kc 100 w fulltime. Granted June 13.

Bond to Y & R

EDWARD L. BOND JR., released from the Army Service Forces and formerly with Kenyon & Eckhardt, has joined Young & Rubicam, New York, as account executive.



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FCC Actions

(*Continued from page 66*)

ification of CP which authorized new standard broadcast station, to change type of transmitter, change transmitter and studio locations, and extend commencement and completion dates from May 7 and Nov. 7, 1946, respectively, to 30 days after grant and 180 days thereafter.

JUNE 13

By COMMISSION EN BANC

AM—1490 kc

Bakersfield Bcstg. Co., Bakersfield, Calif.—Granted CP new station 1490 kc 250 w, unlimited time; subject to CAA approval.

AM—1450 kc

Carleton W. Morris, Douglas, Ariz.—Granted CP new station 1450 kc, 250 w, unlimited time; engineering conditions.

AM—1240 kc

Carroll R. Hauser, Eureka, Calif.—Granted CP new station 1240 kc 250 w, unlimited time; engineering conditions.

AM—1400 kc

Elberton Bcstg. Co., Elberton, Ga.—Granted CP new station 1400 kc, 250 w, unlimited time; engineering conditions.

AM—1400 kc

Henry Willard Linder, Marshall, Minn.—Granted petition to reconsider and grant without hearing application for new station 1400 kc 250 w, unlimited time; granted application subject to approval of antenna system and transmitter site by CAA; further ordered that Sections 3.55(b) and 3.60 of the Commission's Rules be waived with respect to this grant on condition that approved frequency and modulation monitors will be installed as soon as available.

AM—960 kc

Maricopa Broadcasters Inc., Phoenix, Ariz.; Radio Phoenix Inc., Phoenix, Ariz.—Designated for consolidated hearing applications of Maricopa Broadcasters Inc. and of Radio Phoenix, Inc., for new stations at Phoenix, Ariz., each seeking 960 kc 5 kw, DA night; unlimited time.

AM—560 kc

KFDM Beaumont, Tex.—Adopted order designating for hearing application for CP to increase power from 1 kw to 5 kw, install new transmitter, change transmitter location, and install directional antenna for nighttime use, on its present frequency 560 kc, unlimited time.

AM—1450 kc

WPAR Parkersburg, W. Va.—Designated for hearing application for consent for voluntary transfer of control of Ohio Valley Bcstg. Corp., licensee of WPAR, from Charleston Bcstg. Co. to News Publishing Co. upon following issues: (1) To determine legal, technical, financial and other qualifications of transferee to acquire control of WPAR and continue its operation in the public interest; (2) to determine the type and character of program service proposed, including particularly the amount and character of commercial, sustaining, recorded and live talent programs and spot announcements as contemplated by the Commission's release on "Public Service Responsibility of Broadcast Licensees"; (3) To obtain full and complete information with respect to the arrangements between transferor and transferee, including price to be paid for the station and the effects thereof, if any, upon the station, its service, and otherwise; (4) to determine character and extent of concentration of control over broadcasting or over the dissemination of news and public information by the interests which control transferee which might result if application is granted, and the effect upon competition in the areas involved; (5) to obtain full information as to how station would be staffed and operated and policies to be followed if application is granted.

AM—1490 kc

WHBB—Selma, Ala.—Granted CP to increase power from 100 w to 250 w and install new transmitter.

AM—1050 kc

Fred Jones and Mary Eddy Jones, d/b as Fred Jones Bcstg. Co., Tulsa, Okla.—Granted CP new station 1050 kc 1 kw daytime; transmitter site to be determined.

AM—780 kc

Northern Virginia Broadcasters Inc., Arlington, Va.—Granted CP new station 780 kc 1 kw, daytime.

AM—1090 kc

Greater Muskegon Broadcasters, Inc., Muskegon, Mich.—Granted CP new station 1090 kc 1 kw, daytime.

AM—570 kc

Metropolitan Bcstg. Corp., Washington, D. C.—Granted CP new station 570 kc 500 w, daytime.

AM—780 kc

North Carolina Central Broadcasters, Inc., Dunn, N. C.—Granted CP new station 780 kc 1 kw, daytime.

AM—880 kc

Peoples Bcstg. Corp., Worthington, Ohio—Granted petition to remove from hearing docket, and granted application for CP for new Class II station to operate on 880 kc 5 kw, daytime, transmitter site to be determined, engineering conditions.

AM—750 kc

Diamond State Broadcast Corp., Dover, Del.—Designated for hearing application for CP new station 750 kc 250 w daytime.

AM—1230 kc

Telegram Publishing Co., Salt Lake City, Utah—Adopted order denying petition for immediate consideration and grant of application for new station on 1230 kc 250 w, unlimited time; designated said application for hearing. KOVO and KVNU made parties to proceeding.

AM—1300 kc

WLAP Lexington, Ky.—Denied petition to set aside Commission's grant of February 20, 1946, of application of Kentucky Bcstg. Co., for new station at Lexington, Ky., to operate on 1300 kc 1 kw, unlimited time, and affirmed said grant.

American Jewish Congress—Denied petition for review of action of Motions Commissioner on May 20 denying its petition to intervene in hearing on application of News Syndicate Co. Inc., for an FM station at New York, N. Y.; affirmed action of Motions Commissioner.

AM

Lake Bcstg. Co. Inc., Gary, Ind.—Denied petition for review of action of Motions Commissioner on May 17 denying petition to remove from hearing docket its application for CP; affirmed action of Motions Commissioner.

AM—1460 kc

Brown Radio Service & Lab. (Gordon P. Brown, Owner), Rochester, N. Y.—Denied petition for reconsideration and hearing directed against the action of the Commission March 7 granting without hearing the application of WHEC Inc. for CP to increase power of Station WHEC Rochester, N. Y., from 500 w night, 1 kw day, to 5 kw day and night, on frequency 1460 kc, with DA night.

AM

Great Northern Radio Inc. Glens Falls, N. Y.—Denied petition requesting a 30-day continuance of the oral argument upon the Commission's proposed decision set for June 19, 1946, in re applications of Glens Falls Bcstg. Corp. and of Great Northern Radio Inc., for new stations at Glens Falls, N. Y.

Video Relay

W6XAO Hollywood, Calif.—Granted CP to install new visual and aural transmitters, change aural emission, increase visual power and make changes in antenna system.

Hearings This Week

MONDAY, JUNE 17, Washington, D. C.

Luck-McDonald Co., Ft. Worth, Tex.; Ft. Worth Bcstg. Co., Ft. Worth—Both seeking CP new station 1360 kc 1 kw unlimited time.
WSAI KRIS—Intervenors.

MONDAY, JUNE 17, Washington, D. C.

KGB San Diego, KDB Santa Barbara, KFRC San Francisco, KHJ Los Angeles—Renewal of licenses.

MONDAY, JUNE 17, Pueblo, Col.

Dorrance B. Roderick, Pueblo; Pueblo Radio Co. Inc., Colorado Springs—Both seeking CP new stations 1230 kc 250 w unlimited time.

MONDAY, JUNE 17, Washington, D. C.

WAKR Akron, Ohio—CP 1590 kc 5 kw unlimited time with DA.
KVGB Inc.—Intervenor.

TUESDAY, JUNE 18, New York City

Further hearing on WNEW—Missionary Society of St. Paul the Apostle applications.
KWKH—Intervenor.

TUESDAY, JUNE 18, Washington, D. C.

Westex Bcstg. Co., San Angelo, Tex.; Abilene Bcstg. Co., Abilene, Tex.; Citizens Bcstg. Co., Abilene—All applicants for CP new station 1340 kc 250 w.

WEDNESDAY, JUNE 19, Washington, D. C.

Further hearing on WINS-Crosley Corp., assignment of license.

WEDNESDAY, JUNE 19, Washington, D. C.

Henry F. Fett, Dearborn, Mich.—CP new station 1450 kc 1 kw day; **Suburban Broadcasters, Dearborn**—CP new station 1540 kc 1 kw day.

WEDNESDAY, JUNE 19, Washington, D. C.

Glen Falls Bcstg. Corp., Glens Falls, N. Y.—CP new station 1450 kc 250 w; **Great Northern Radio Inc., Glens Falls**—CP new station 1450 kc 250 w.

WEDNESDAY, JUNE 19, Washington, D. C.

The Observer Radio Co., Orangeburg, S. C.; Orangeburg Bcstg. Corp., Orangeburg; Edisto Bcstg. Co., Orangeburg—All seeking CP new station 1450 kc 250 w.

WEDNESDAY, JUNE 19, Washington, D. C.

Huntington Bcstg. Corp., Huntington, W. Va.; Greater Huntington Radio Corp., Huntington—Both seeking CP new station 1450 kc 250 w.

THURSDAY, JUNE 20, Washington, D. C.

WATR Waterbury, Conn.—CP 1320 kc 1 kw directional antenna; **WMAS Springfield, Mass.**—CP 1320 kc 5 kw directional antenna.

THURSDAY, JUNE 20, Fall River, Mass.

Southeastern Mass. Bcstg. Corp., New Bedford, Mass.—CP new station 1400 kc 250 w; **Bay State Bcstg. Co., New Bedford**—CP new station 1400 kc 250 w; **Narragansett Bcstg. Co., Fall River**—CP new station 1400 kc 250 w.

THURSDAY, JUNE 20, Ogden, Utah

United Bcstg. Co., Ogden—CP new station 1490 kc 250 w; **Ogden Bcstg. Co. Inc., Ogden**—CP new station 1490 kc 250 w.
KMA—Intervenor.

THURSDAY, JUNE 20, Washington, D. C.

Further hearing on Los Angeles television applications.

THURSDAY, JUNE 20, Mansfield and Lorain, Ohio

Mansfield Journal Co., Mansfield—CP new station 1510 kc 250 w daytime; **Lorain Journal Co., Lorain**—CP new station 1140 kc 250 w daytime.

Applications . . .

JUNE 10

Video—174-182 mc

ABC, Inc., New York—CP new commercial television station channel 6 82-88 mc, ESR: 540, and unlimited hours—AMENDED: to specify visual and aural transmitter, change frequency from channel 6, 82-88 mc to channel 7 174-182 mc, change transmitter site and make changes in antenna system.

Video—Unassigned

News Syndicate Co., Inc., New York—CP new commercial television station channel 11, 204-210 mc, ESR: to be determined and unlimited hours—AMENDED: to change frequency from channel 11, 204-210 mc to be assigned by FCC, specify types of transmitters and antenna system.

AM—1470 kc

Silver City Crystal Co., Meridian, Conn.—CP new station 1470 kc, 1 kw DA and unlimited hours—AMENDED: to change power from 1 kw to 500 w, make changes in DA for day and night use and changes in transmitting equipment.

FM—90 mc

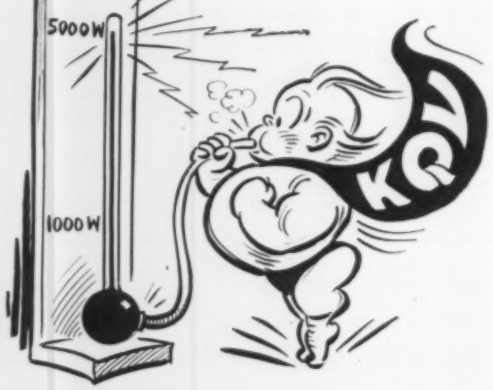
Watchtower Bible & Tract Society Inc., Brooklyn, N. Y. (P. O. 124 Columbia Heights)—CP new non-commercial educational station on 490 mc, 10 kw and unlimited hours.

AM—1300 kc

WKLX Lexington, Ky.—Modification of CP, which authorized a new station to change corporate name to The Fayette Bcstg. Co., specify type of transmitter and specify studio location.

AM—550 kc

Radio Bcstg. Inc., Hot Springs, Ark.—CP new station 740 kc, 1 kw night and 10 kw day, DA night and unlimited hours—AMENDED: to change frequency



MORE POWER TO US!

We'll soon be taking a much bigger (5000 W) bite out of the Pittsburgh district air waves. Add this new extended coverage to KQV's aggressive promotion and climbing listener ratings and you have the *Pittsburgh buy* market-wise advertisers are looking for!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

from 740 to 550 kc, change power from 1 kw night to 10 kw day to 1 kw night and 5 kw day, make changes in DA for day and night use, and change transmitter location.

AM—1400 kc

WHBQ Memphis, Tenn.—Voluntary assignment of license to Harding College.

AM—1340 kc

WHHM Memphis, Tenn.—Modification of CP which authorized a new station to change name of permittee to Herbert Herff tr/as WHHM Bcstg. Co.

AM—920 kc

Ben Nedow tr/as Ector County Bcstg. Co., Odessa, Tex.—CP station 920 kc, 1 kw and daytime hours—AMENDED: to change transmitter location.

AM—1010 kc

WSUA Bloomington, Ind.—Modification of CP which authorized new station to change name of permittee from Warren, Davis, Yeager & Ford, Inc., to Radio Station WSUA Inc., change type transmitter, approval of antenna and approval of transmitter location.

AM—1430 kc

Southern Ill. Bcstg., Co., Inc. Centralia, Ill.—CP new station 960 kc 1 kw, DA unlimited hours—AMENDED: to change frequency from 960 to 1430 kc, make changes in DA for day and night use and change transmitter location.

FM—47.3 mc

WABW Indianapolis, Ind. — Voluntary assignment of license to Evansville On The Air Inc.

AM—1550 kc

WBBW Indianapolis, Ind.—Voluntary assignment of CP to Evansville On The Air Inc.

AM—860 kc

WFOX—Milwaukee, Wis.—Modification CP which authorized a new station to change type transmitter, approval of antenna and approval of transmitter and studio locations.

AM—1240 kc

The Oneida Bcstg. Co., Rhinelander, Wis.—CP new station 1240 kc, 250 w and unlimited hours—AMENDED: to change transmitter location and make changes in antenna.

FM—92.3 or 12 mc

Marysville-Yuba City Broadcasters Inc., Marysville, Calif. (P. O. 519 E. Street)—CP new FM station channel 222, 92.3 mc or channel 224, 92.7 mc, coverage 9,020 sq. mi.

AM—1260 kc

KVSF Santa Fe, N. M.—CP to install new transmitter, vertical antenna, move transmitter and studio, change frequency from 1340 to 1260 kc, increase power from 100 w to 1 kw. AMENDED: re change in type transmitter.

AM—1340 kc

KGEZ Kalispell, Mont.—Voluntary assignment of license to Donald C. Treloar.

Applications Dismissed:

Video 50-56 mc

WEBR Inc., Buffalo, N. Y. (P. O. 23 North Street)—CP new television station channel 1, 50-56 mc and ESR: 1690. Request of the attorney.

AM

Textile Bcstg. Co., Greensville, S. C. (P. O. Box 1499)—CP new relay station 1622, 2058, 2150 and 2790 kc, 125 w. Emission A3. Request of attorney.

Applications Tendered for Filing:

AM—1240 kc

Keith Capper d/b as The Aleutian Broadcaster, Anchorage, Territory of Alaska—CP new station 1240 kc 250 w and unlimited hours.

AM—1110 kc

Moraine Broadcasters Inc., Dayton, O.—CP new station 1110 kc, 1 kw, daytime hours.

AM—1400 kc

Marsdon Hawley, Bennettsville, S. C.—CP new station 1400 kc, 250 w and unlimited hours.

AM—1490 kc

Alva B. Adams Jr., Pueblo, Col.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1400 kc

Edward L. Schacht, Oneonta, N. Y.—CP new station, 1400 kc, 250 w and unlimited hours.

AM—1490 kc

Springfield Bcstg. Co. (partnership) Gerson Askinas, Earle G. Hewinson, Christos M. Manitsas, Springfield, Mass.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1210 kc

O. J. Kelcher, William J. Edwards and Howard H. Wolfe, d/b as Lake Huron Bcstg. Co., Saginaw, Mich.—CP new station 1210 kc, 1 kw and daytime hours.

AM—1240 kc

Harold W. Cain, Ivan C. Kelly, Hobart T. Withers and H. Lawrence McKinney, a partnership d/b as Somerset Bcstg. Co., Somerset, Ky.—CP new station, 1240 kc, 250 w and unlimited hours.

Raytheon Co. Enlarges Broadcast Mfg. Division

BROADCAST Equipment Division of Raytheon Mfg. Co., Chicago, has taken over an additional building, at 7475 Rogers Ave., to house all administrative, engineering, drafting and assembly operations.

Division more than triples production facilities by taking over the large two-story building which will be ready by July 1. Plant at 7517 N. Clark will be retained as metal working shop.

AM—1600 kc

Roy Richards, Robert Tisinger, J. E. Duncan and Thomas Carr, a partnership d/b as Carroll Bcstg. Co., Carrollton, Ga.—CP new station 1600 kc, 250 w and daytime hours.

AM—1230 kc

Kola Bcstg. Co. (a copartnership composed of Hugh O. Jones, William E. Jones, James O. Jones and Mrs. Sarah Stewart Jones, Opelousas, La.—CP new station 1230 kc, 250 w and unlimited hours.

AM—1490 kc

KSAM Huntsville, Tex.—Consent to voluntary assignment of license to J. G. Long.

AM—1240 kc

Des Moines Bcstg. Corp., Des Moines, Iowa—CP new station 1240 kc, 100 w and unlimited hours.

AM—1490 kc

Caldwell Bcstg. Co. Inc., Caldwell, Ida.—CP new station, 1490 kc, 250 w and unlimited hours.

AM—1310 kc

Beal & Hauser Bcstg. Co., Fontana, Calif.—CP new station 1310 kc, 250 w and unlimited hours.

JUNE 12, 1946

AM—1520 kc

Eastern Bcstg. Co., Oyster Bay, N. Y.—CP new station 1520 kc, 1 kw and limited time to WKBW—AMENDED: re officers, install new transmitter, change power 1 kw to 250 w and make changes in vertical antenna and ground system—AMENDED: to change location of studio from Long Island, to Oyster Bay, N. Y.

AM—660 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—CP new station 1340 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1340 to 660 kc change power from 250 w to 1 kw and change hours of operation from unlimited time to daytime only.

AM

KSYL Alexandria, La.—Modification of CP which authorized new station, to change type of transmitter, approval of antenna and transmitter location and change studio location.

AM—1450 kc

The Altus Bcstg. Co., Altus, Okla.—CP station 1230 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1230 to 1450 kc, change transmitter location and make changes in antenna.

FM—102.7 mc

R. G. LeTourneau, Longview, Tex.—CP new FM station channel 274, 102.7 mc or assigned by FCC, coverage of 8500 sq. mi.—AMENDED: to specify type of station as Metropolitan.

AM—690 kc

KGKB Tyler, Tex.—CP to change frequency from 1490 to 690 kc, increase power from 250 w to 1 kw night, 5 kw day, install new transmitter and DA for day and night use and change transmitter location—AMENDED: to change name of applicant, from Jas. G. Ulmer to Jas. G. Ulmer & James G. Ulmer, Jr., d/b as East Texas Bcstg. Co.

AM—1210 kc

WCNT Centralia, Ill.—Modification of CP which authorized new station for change in type of transmitter, approval of antenna and approval of transmitter and studio locations.

AM—1450 kc

WCBS Springfield, Ill.—CP to change type of transmitter, install new vertical antenna and change transmitter location.

AM—1380 kc

KWK St. Louis, Mo.—CP to increase power from 1 kw-5 kw-LS to 5 kw day and night and install DA for night use.

FM—Unassigned

Andrew G. Haley and Tom Olsen, General Partners, Martin Summerfield and William J. Donahue, Ltd., Partners, d/b as Rose Bowl Broadcasters, Ltd., Pasadena, Calif. (P. O. Suite 311, 595 East Colorado St.)—CP new FM (Community) station to be operated on frequency to be assigned by FCC.

AM—1590 kc

Ojai Bcstg. Co., Ventura, Calif.—CP station 1590 kc, 1 kw and unlimited hours—AMENDED: to show changes in officers, directors and stockholders and make changes in antenna.

AM—610 kc

KVNU Logan, Utah—CP to change frequency from 1230 to 610 kc, increase power from 250 w to 1 kw, install new transmitter and DA for night use.

Applications Tendered for Filing:

AM—930 kc

Elyria-Lorain Bcstg. Co., Elyria, O.—CP new station 930 kc, power 1 kw-5 kw-LS, unlimited hours and DA for day and night use.

AM—1490 kc

Four States Bcstg. Corp., Texarkana, Ark.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1090 kc

Effingham Bcstg. Co., Effingham, Ill.—CP new station 1090 kc, 250 w and daytime hours.

AM—1240 kc

Pikes Peak Bcstg. Co., a co-partnership consisting of: Joseph H. Rohrer and Edythe G. Sweeney, Colorado Springs, Col.—CP new station 1240 kc, 250 w and unlimited hours.

AM—970 kc

Boulder City Bcstg. Co., (A Nevada Corporation), Las Vegas, Nev.—CP, new station 970 kc, 1 kw, unlimited hours.

JUNE 7, 1946

AM—1400 kc

Marino Acosta, Mayaguez, Puerto Rico—CP new station 1340 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1340 to 1400 kc.

AM—750 kc

Key Bcstg. Corp., Baltimore, Md.—CP new station 1050 kc, 1 kw and daytime hours—AMENDED: to change frequency from 1050 to 750 kc.

AM—1420 kc

WFCI Pawtuckett, R. I.—License to cover CP which authorized increase in power, employing DA day and night, installation of new transmitter.

AM—1420 kc

WFCI Pawtuckett, R. I.—Authority to determine operating power by direct measurement of antenna power.

AM—840 kc

WKNB New Britain, Conn.—Modification of CP which authorized new station to change type of transmitter and change transmitter location.

AM—1100 kc

Central Bcstg. Co., a partnership composed of H. Ross Perkins & J. Eric Williams, Utica, N. Y. (P. O. 1210 Miller Street)—CP new station 1100 kc, 250 w and daytime hours.

FM—100.9 mc

CBS, Inc., Washington, D. C. (P. O. 485 Madison Avenue, New York, 22)—CP new FM (Metropolitan) station on channel 265, 100.9 mc and coverage of 11,750 sq. mi.

AM—1340 kc

WOPK Marietta, Ohio—Modification of CP which authorized a new station for approval of antenna and for approval of transmitter and studio locations.

FM—92.9 mc

John P. Norton, Marquette, Mich. (P. O. 520 Third Avenue, South, Escanaba, Mich.)—CP new FM station, channel 225, 92.9 mcs and coverage of 4,332 sq. mi.

AM—1340 kc

Gulf Bcstg. Co., Inc., Mobile, Ala.—CP new station 1340 kc, 250 w and unlimited hours—AMENDED: re stockholders, officers and directors.

AM—1300 kc

Volunteer State Bcstg. Co., Inc., Nashville, Tenn.—CP new station 1300 kc, 5 kw, night and unlimited hours—AMENDED: re changes in DA night.

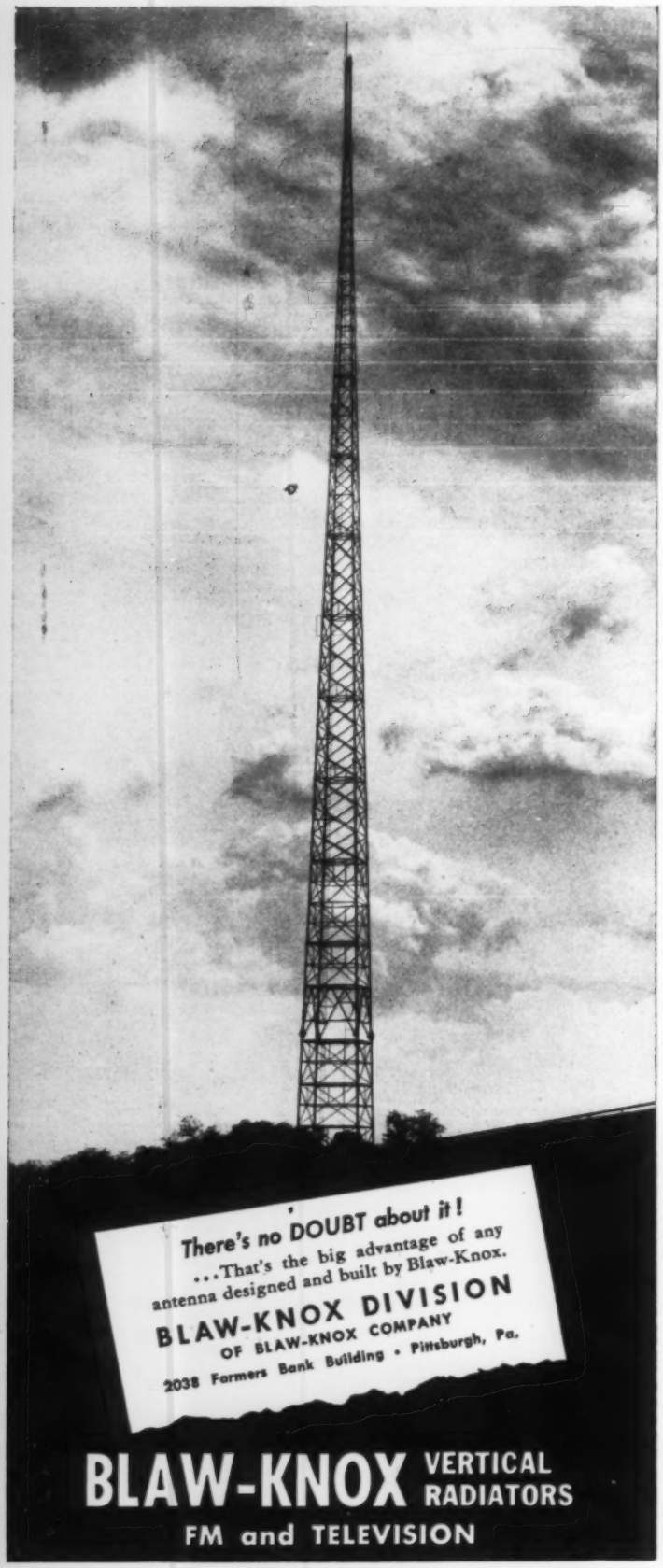
AM—1420 kc

KNOW Austin, Tex.—CP to change frequency from 1490 to 1420 kc, increase power from 250 w day and night to 5 kw day and 1 kw night, install new transmitter and DA for night use and change transmitter location—AMENDED: to change transmitter location.

AM—1050 kc

Fred Jones and Mary Eddy Jones d/b as Fred Jones Bcstg. Co., Tulsa, Okla.—CP new station 1020 kc, 10 kw and daytime hours—AMENDED: to change frequency from 1020 to 1050 kc, power from 10 kw to 1 kw, change type of transmitter and change transmitter location from Collinsville Twp. to Tulsa, Okla.

(*Continued on page 88*)


There's no DOUBT about it!
...That's the big advantage of any antenna designed and built by Blaw-Knox.
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OF BLAW-KNOX COMPANY
2038 Farmers Bank Building • Pittsburgh, Pa.
BLAW-KNOX VERTICAL RADIATORS
FM and TELEVISION

FCC Actions

(Continued from page 87)

AM—1340 kc

WNCA Asheville, N. C.—License to cover CP as modified which authorized a new standard broadcast station.

AM—1340 kc

WNCA Asheville, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1310 kc

WDUK Durham, N. C.—Modification of CP which authorized a new station to change type of transmitter.

FM—Unassigned

Radio Asheville, Inc., Asheville, N. C. (P. O. c/o George H. Wright, Wachovia Bank Bldg.)—CP new FM (Metropolitan) station to be operated on frequency and coverage to be determined by FCC.

AM—1510 kc

W-A-U-K Bcstg. Co., Waukesha, Wis. (P. O. Box 319 W. Main Street)—CP new station 1510 kc, 250 w and daytime hours.

AM—1520 kc

Southwest Iowa Bcstg. Co., Creston, Iowa—CP station 1180 kc, 1 kw and daytime hours—AMENDED: to change frequency from 1180 to 1520 kc, type of transmitter and specify transmitter location.

AM—600 kc

KSJB Jamestown, N. D.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and DA and change in transmitter and studio locations for extension of completion date.

FM—102.7 mc

The WREN Bcstg. Co., Inc. Topeka, Kansas (P. O. 8th & Vermont Sts., Lawrence, Kansas)—CP new FM (Metropolitan) station to be operated on channel 273, 102.7 mc and coverage of 13,720 sq. mi.

AM—1490 kc

John C. McCormack, Allen D. Morris, George D. Wray, Sr. & Prentiss E. Furlow, a partnership d/b as Southwestern Bcstg. & Television Co., Albuquerque, N. M.—CP new station 1490 kc, 250 w and unlimited hours.

AM—1490 kc

United Bcstg. Co., Ogden, Utah—CP station 1490 kc, 250 w and unlimited hours—AMENDED: re stockholders.

AM—1340 kc

Herschel Bullen tr/as Elko Service Co., Elko, Nev. (P. O. Box 333, Logan, Utah)—CP new station 1340 kc, 250 w and unlimited hours.

Applications Tendered for Filing:

AM—850 kc

WHDH Boston, Mass.—CP to increase power from 5 to 50 kw, install DA for day and night use, new transmitter and change transmitter location.

AM—1340 kc

G. Staley Brewer, Southern Wyoming Bcstg. Co., Laramie, Wyo.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours.

AM—1230 kc

G. Stanley Brewer, Southern Wyoming Bcstg. Co., Rawlins, Wyo.—CP new station to be operated on 1230 kc, power of 250 w and unlimited hours.

JUNE 10

AM—1340 kc

WFAU Augusta, Me.—Modification of CP which authorized new station to change type of transmitter, approval of antenna, transmitter and studio locations.

AM—1260 kc

Capitol Bcstg. Co., Trenton, N. J. (P. O. Trenton, N. J.)—CP new station 1260 kc, 1 kw, DA and unlimited hours.

AM—1230 kc

Commonwealth Bcstg. Corp., Danville, Ky.—CP new station 1230 kc, 100 w and unlimited hours—AMENDED: re changes in directors and officers.

AM—1490 kc

Forest City Bcstg. Co., Cleveland, Ohio—CP new station 1490 kc, 250 w and unlimited hour—AMENDED: re changes in officers and stockholders.

AM—1300 kc

Newnan Bcstg. Co., a partnership, composed of D. T. Manget, Evan W. Thomasson, James Thomasson and Ida A. Thomasson, Newnan, Ga.—CP new station, 1300 kc, 1 kw, and unlimited hours. AMENDED: re changes in DA.

AM—1400 kc

Statesville Bcstg. Co., Statesville, N. C.—CP new station, 1400 kc, 250 w and unlimited hours.

AM—1490 kc

Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsberry, Rex D. Kitchens, W. T. Saunders, Spencer J. Scott, and Oswald G. Wolf, Austin, Tex.—CP new station, 1450 kc, 250 w and unlimited hours—AMENDED: re change frequency from 1450 to 1490 kc (contingent on grant of KNOW).

Applications Tendered for Filing:

AM—1170 kc

R. I. Bcstg. Co., Providence, R. I.—CP new station 1170 kc, 250 w and daytime hours.

AM—1230 kc

Joseph M. Ripley, Leesburg, Fla.—CP new station 1230 kc, 250 w and unlimited hours. (Contingent upon release of these facilities by Station WLOF).

AM—900 kc

Northeast Oklahoma Bcstg. Co., Miami, Okla.—CP new station 900 kc, 250 w and daytime hours.

AM—1400 kc

David W. Ratliff, Stamford, Tex.—CP new station 1400 kc, 250 w, and unlimited hours.

AM—1230 kc

Tri-County Radio Corp., Shelby, Mont.—CP new station, 1230 kc, 250 w and unlimited hours.

JUNE 13

AM—1490 kc

W S A T Inc., Schenectady, N. Y. (P. O. Temp. care William Macy, 521 Fifth Ave., New York)—CP new station 1490 kc 250 w and unlimited hours.

AM—1600 kc

Gail D. Griner and Alden M. Cooper, a partnership, d/b as The Adrian Bcstg. Co., Adrian, Mich. (P. O. 2982 Treat St.)—CP station 1600 kc 250 w and unlimited hours.

FM—45.1 mc

Allen T. Simmons, Akron, Ohio—CP new FM (Metropolitan) 45.1 mc, coverage 10,800 sq. mi.—AMENDED: to change type of transmitter.

AM—860 kc

Blanfox Radio Co. Inc., Bristol, Va. (P. O. South Main St., Harlan, Ky.)—CP new station 860 kc, 1 kw and daytime hours.

AM—1010 kc

James G. Thomas, Lubert W. Barefoot, Lawrence Gooding & Hector H. Clark d/b as Sampson Bcstg. Co., Clinton, N. C. (P. O. Box 270)—CP new station 1010 kc 1 kw and daytime hours.

AM—1450 kc

Highlands Broadcasters Inc., Oak Ridge, Tenn. (P. O. Temp, care Ladd & Carson, Attys., Clinton, Tenn.)—CP new station 1450 kc, 250 w and unlimited hours.

FM—98 kc

Indiana Bcstg. Corp., Indianapolis, Ind.—CP new FM (Metropolitan) station plus or minus 98.0 mc, coverage of 10,190 sq. mi.—AMENDED: to change coverage from 10,190 to 13,685 sq. mi.; population from 927,382 to 1,100,461 and make changes in antenna system.

AM—1450 kc

H. M. Williamson and Roy D. Johnson d/b as Modesto Bcstg. Co., Modesto, Calif. (P. O. Box 767, Visalia, Calif.)—CP new station 1450 kc 100 w and unlimited hours.

Applications Tendered for Filing:

AM—1490 kc

Telecolor Corp., West Springfield, Mass.— CP new station 1490 kc 250 w and unlimited hours.

AM—910 kc

WTHT Hartford, Conn.—CP to change frequency from 1230 to 910 kc, power from 250 w to 5 kw; install new transmitter and change transmitter location and install DA for day and night use.

AM—1340 kc

Brookhaven Bcstg. Co., a partnership composed of Tullius Brady and Dalton B. Brady, Brookhaven, Miss.—CP new station 1340 kc 250 w and unlimited hours.

AM—1550 kc

KHWA San Mateo, Calif.—CP to change power from 250 w to 1 kw, install DA for night use and new transmitter.

AM—1230 kc

McEvoy Bcstg. Co. in or near Roswell, N. M.—CP new station 1230 kc 250 w and unlimited hours.

Insured

THE FIVE correspondents representing ABC at the atomic bomb tests in the South Pacific at Bikini Atoll have been insured each for $25,000.

VIDEO BLACKOUT
Prompts Mowrey to Install Own Reviewing Room

A SEVERE electrical storm in New York last Tuesday blacked out the WABD telecast midway in the Chevrolet program for the studio audience and the press who were watching the show in a viewing room at the station's headquarters when lightning struck the transmitter antenna and put out of commission the sets connected to it by cable. Viewers receiving the program off the air, fortunately including the client's booth, got uninterrupted service, however.

ABC, whose television staff produced the Chevrolet show and the U. S. Rubber program on WABD later that evening, is now installing its own viewing room, "so that hereafter ABC will not be dependent on inadequate equipment," Paul Mowrey, manager of ABC's television division, wired the press on Wednesday. Installation, in his department's headquarters at 33 W. 42nd St., is expected to be completed in about two weeks.

Ridge Seeks Another

APPLICATION for a new local at North Wilkesboro, N. C., in the heart of the mountain country, was filed with the FCC Friday by Maj. Edney Ridge, general manager and part-owner of WBIG Greensboro, and U. S. Marshal, and Hadley Hayes, North Wilkesboro lumber company owner. Each own 50% of the applicant company which seeks assignment on 1450 kc with 250 w. There are no daily newspapers in five counties contiguous to Wilkesboro and the station proposes to specialize in news and "folk music." Mr. Hayes is the son of a North Carolina Federal judge.

Pro and Con

AT LEAST two sides of current controversial issues will be discussed on a new Mutual commentary program scheduled to begin June 26 and featuring Cecil Brown, MBS commentator, and Merryle Stanley Ruckeyser, financial writer for the Hearst papers. Program "Battle of the Commentators," will be heard Wed. 7:30-7:45 p. m.

An All-Time Favorite

ANDALUCIA
(The Breeze and I)
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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Philadelphia Video Hearings Cancelled as Three Withdraw

HEARINGS on Philadelphia television applications, scheduled to be heard today (Monday) in Washington were cancelled by the FCC Friday following the withdrawal of three of the six contestants for the three available channels.

The withdrawals came in rapid order after a motions hearing late Tuesday in which Comr. E. K. Jett denied a request for 60 days postponement of the hearings to permit one of the applicants to seek a channel sharing arrangement with others entering the field. Mr. Jett refused extension, it was learned, following oral argument in which counsel stated he would withdraw if the request were denied.

Application of Rule

Commissioner Jett is understood to have taken the position that if applicants had no faith in black and white television there was little point in their going through with the hearing.

The request for time to consider channel sharing is believed to be the first to have come before the Commission since the rule permitting voluntary arrangements was adopted [BROADCASTING, Dec. 3]. Under Section 3.606 of the Rules Governing Television Broadcast Stations, provision is made by which "persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c)" which requires that such agreements be filed with the FCC.

All but one of the six applicants had agreed to accept postponement, several submitting that the general uncertainty of the set situation, CPA restrictions and other factors made extension desirable. However, when the petition of Seaboard Radio Broadcasting Corp. (WIBG) for continuance was denied, the following withdrew: WIBG; Westinghouse Radio Stations Inc. (KYW); Pennsylvania Broadcasting Co. (WIP).

The withdrawals brought to 75 the number of dropouts since resumption of normal licensing, leaving only 62 applications awaiting action.

Allen, Conway to G & G

ETHAN ALLEN, formerly with the sales and advertising departments of Schwabacher-Frey, lithographer, has joined the San Francisco office of Garfield & Guild as senior account executive handling the campaigns for Alta Vineyards, O'Brien's of California and Grace Bros. (beer). Walter Conway, formerly of BBDO media department and previous to that assistant promotion manager of NBC Central Division, has joined the agency as director of publicity and public relations.

AT LAST—AID FOR TIME BUYERS
Dave Dole Prepares Test With Avery Firm Of Book Simplifying Calculations

A NEW BOOK of interest to time buyers is being tested in Chicago with the tester Lewis H. Avery Co., stations representative. Book is the brain-child of Dave Dole, associate radio director of Henri, Hurst, & McDonald, Chicago, and it is designed to make simpler the job of the timebuyer. The initial press run is 500 copies, $5 per copy.

Briefly, the *Dole's Timebuyer's Table* does this:

It developes the total number of *delivered* homes on the basis of coverage times rating. It also gives cost per thousand of delivered homes.

Example Given

This is a typical example, selected from the thousands of figures contained in Mr. Dole's 32 page book:

Station A claimed 465,000 radio homes. The station has an availability with a rating of 6.8. By multiplying rating times radio homes, the number of radio homes delivered with a 6.8 rating is 32,000. By dividing 32,000 radio homes into the one-time cost of the availability, $13.75, the cost per thousand is 43c.

The Timebuyer's Table includes data on coverage ranging from 100 to 10,000 radio homes which can be increased to the desired number by simplying moving the decimal point.

The Avery firm is arming its sales staff with figures from the *Dole's Timebuyers Table* before sending them out to joust with busy timebuyers.

Station List

According to the plan worked out mutually between Mr. Dole and B. P. (Tim) Timothy, manager of the Avery Chicago office, each salesman will be equipped with special sheets listing station, availability, cost of announcement, claimed coverage, and with Mr. Dole's pre-tested figures. Results of this special service will prove Mr. Dole's contention: that not all time peddlers are good mathematicians, and Avery's that service is half the selling job.

Avery stations which will be used in the Dole method include KDAL KILO KMA KOIN KROY WDGY WFBC WJJD WJEF WPOR and WSAI.

Coincidental with the book's release, Mr. Dole stated he planned preparation of a number of 18 x 24 inch photostatic copies for desk use by representative firms.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

WRVA Lease

WRVA Richmond, Va., with eye to television future last week signed lease for 1,300-seat Lyric Theatre, said to be the largest theatre in the South. Station takes over in fall, renaming house the "WRVA Theatre." Renovation begins in September. Legitimate dramas and musicals will be brought in from New York and other theatrical centers for the new WRVA operation.

KOAD, OMAHA FM, STARTS NEXT MONTH

KOAD, new FM station in Omaha, owned by *Omaha World Herald*, is to go on the air next month, according to station executives. Frank Shopen, technical supervisor of radio for the *World Herald*, has been named manager of the station. During the war he took a leave of absence to work with Western Electric on naval radar installation.

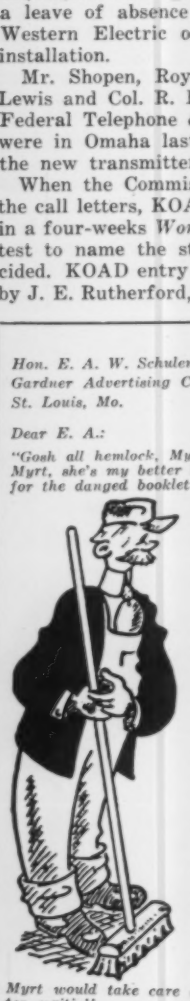
Mr. Shopen, Roy Boyce, R. F. Lewis and Col. R. H. Freeman of Federal Telephone & Radio Corp., were in Omaha last week testing the new transmitter.

When the Commission approved the call letters, KOAD, the winner in a four-weeks *World Herald* contest to name the station was decided. KOAD entry was submitted by J. E. Rutherford, Beatrice, Neb.

Hon. E. A. W. Schulenberg
Gardner Advertising Company
St. Louis, Mo.

Dear E. A.:

"Gosh all hemlock, Myrt," I sez. . . . Myrt, she's my better half. . . . "Send for the danged booklet yourself." Myrt looks me straight in the eye and just said one word, "ALG!" Well I knew I was whipped. So I'm carryin' out my duty. Myrt wants one of them recipe books that Mary Lee Taylor's been sendin' to all our listeners. It seems that everybody in the county have sent in for their copy and Myrt don't want to be left out in the cold. Although it ain't nothin' unusual, I'm mighty happy that so many folks have been writing in for the recipe book, but dag nab it, I wish Myrt would take care of her own letter writin'!



Yrs,
Algy

WCHS
Charleston, W. Va.

NAB, Joskes Store Reviewing Projected Report on Retailing

BASIC material for the projected NAB report on "Radio for Retailers," based on the 12-month clinical test of the medium by Joskes of Texas, will be reviewed by Joskes executives this week at a meeting with representatives of the NAB Dept. of Broadcast Advertising.

Frank E. Pellegrin, NAB director of broadcast advertising, will spend the week at the Joskes store in San Antonio. Lee Hart, assistant director in charge of retail advertising, will spend a fortnight at the store. Also representing NAB will be Vernon Fryburger, assistant professor of marketing at Miami U., Oxford, O. Mr. Fryburger has been retained by NAB six months to serve as a consultant and to carry out additional research on the Joskes project. He was an associate of Dr. C. H. Sandage, author of *Radio Advertising for Retailers.*

Report on Results

The NAB group will meet with Joskes officials including James H. Calvert, president; James H. Keenan, vice president in charge of sales promotion, and others. They will go over material assembled by Miss Hart, who served as Joskes radio director last year during the period of the clinic.

NAB plans to issue a preliminary report on results of the clinic. This material has been prepared but awaits a check with Joskes officials. This report will be submitted late this month or early in July to the NAB Joskes Advisory Committee. If approved by that group it will be issued in loose-leaf form, first of a series of reports which NAB will issue over a period of months.

Exhaustive analyses of the 1945 Joskes radio experiment are being made on the basis of store reports and material provided by Ernst & Ernst, business consultants. These will cover many phases of broadcasting and retailing, providing groundwork for expanded use of the medium by retailers generally.

Members of the Joskes Advisory Committee are: Retail Section — Mr. Keenan; Russell Brown, vice president in charge of sales promotion, Allied Purchasing Corp.; Walt Dennis, Allied radio and television director; Milton Abrahams, sales promotion director, NRDGA; Willard Campbell, sales promotion director of Sibley, Lindsay & Curr, Rochester, N. Y. Radio Section — Cecil K. Beaver, WOAI San Antonio; Walter Johnson, WTIC Hartford; James M. Brown, KONO San Antonio; Lewis H. Avery Inc.; Mr. Pellegrin; Miss Hart.

Frequency

(*Continued from page 64*)

tained. West Central also has an application pending for a new FM outlet to be affiliated with the standard station.

The grants:

Peoria, Ill.—West Central Broadcasting Co. 1350 kc 1 kw fulltime. Principals: Oklahoma Governor Robert S. Kerr, president Kerlyn Oil Co., chairman of the board, 30%; E. K. Gaylord, president of Oklahoma Publishing Co. (KVOR KLZ WKY. "Daily Oklahoman," "Oklahoma City Times," "Farmer-Stockman,") president, 26 2/3%; Edgar T. Bell, secretary-treasurer and business manager of Oklahoma Publishing Co., treasurer, 16 2/3%; Dean A. McGee, Kerlyn Oil Co., vice president, 7.5%; Dean E. Terrell, Kerlyn Oil Co., secretary, 2.1%; J. I. Meyerson, sales and promotion manager of Oklahoma Publishing Co., 3 1/3%; T. M. Kerr, Kerlyn Oil Co., brother of Gov. Kerr, 6.9%; T. W. Fentem, Kerlyn Oil Co., 3.5%; Hugh B. Terry, manager KLZ and assistant secretary KVOR, 1 2/3%; Leland S. Vance, assistant business manager Oklahoma Publishing Co., 1 2/3%. Granted June 7.

Terre Haute, Ind.—Wabash Valley Broadcasting Corp. 1480 kc 1 kw fulltime. Principals: Raymond J. Kearns, Terre Haute attorney, president; Frank E. McKinney, Indianapolis banker, owner of Indianapolis baseball club, treasurer, 38%; Robert H. Hinckley, ABC vice president, whose wife owns 50% of KALL Salt Lake City, 15%; A. L. Glassmann owner KLO Ogden, 12½%; Mr. and Mrs. George C. Hatch, owners 50% KALL, 12½%; Frank M. McHale, Indianapolis attorney, 8%; several Terre Haute residents, smaller interests. Granted June 7.

VIDEO IS YEARS OFF, SAYS CBC MANAGER

CANADIAN Broadcasting Corp. plans to encourage television "as soon as we believe it is ready for Canada" but that will be years off, not months, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee on Radio Broadcasting in Ottawa last week (see earlier story page 25). "We refuse to be stampeded into premature action by publicity," he said.

Mr. Frigon told the Committee that CBC has recommended to the Radio Branch, Dept. of Transport, that private AM stations be licensed for low-powered FM transmission, but added he did not expect many FM receivers would be available until late this year or early next. Dr. Frigon said CBC expects to have an operating deficit of $35,000 in the 1945-46 fiscal year, due to a drop in license fees and commercial network bookings.

CBC Dominion Network eventually will operate 16 hours daily, he said. Today it operates four hours evenings. Committee members requested independent station logs "to see if the private stations are carrying out their job."

Ernest Bushnell, CBC program director general, told the Committee that efforts are being made "to undermine the confidence of the people in the publicly-owned CBC." He declared that the program division "does not operate from ivory towers," is in close touch with all phases of Canadian life.

GAME BENEFIT
KSO, WHO, KRNT Aid Famine Relief

THREE stations of Des Moines, WHO-NBC, KSO-CBS and KRNT-ABC, competed in a double-header baseball game the evening of Decoration Day to aid famine relief. Admission was canned food.

During the daytime broadcast by KSO of major league games announcement was made to grocery stores open on the holiday to call the station so that listeners could be informed where to buy their "tickets." Within a quarter-hour 18 stores had responded.

More than 3,000 spectators attended the game that night to watch program directors, station managers, disc jockeys and other personnel of the three stations play their best baseball. Over 10,000 cans of food were collected for shipment overseas.

Complaint Charge Made Against 'Manufacturer'

HEARING on a Federal Trade Commission complaint charging Nathaniel Goldberg, operator of North Eastern Radio Co., and Midwest Radio Service Co., New York, with misrepresentation in the sale of radios and radio parts was held last week before an FTC examiner in New York.

The complaint, dated February 1944, charges that Mr. Goldberg falsely represented that he maintains a radio laboratory and operates a factory where radios are manufactured; that he and his employes are radio engineers; that his prices are factory or manufacturers' prices; that repaired radios sold by him are factory rebuilt sets and that they will give new radio performance.

Actually, FTC said, Mr. Goldberg "only assembles radios from parts manufactured by others and rebuilds radios with new and used parts manufactured by others," and that his use of the name "Midwest Radio Service Co." leads purchasers to believe he is associated with Midwest Radio Corp., Cincinnati.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1326 — MEXICO D. F.

Want a Radio Job? Start in Small Towns

Get Experience, Beginners Advised, Before Heading for the Bigtime

By MARY ZURHORST

GO TO THE SMALL town, young man, go to the small town if you want to break into radio. That is the advice of the latter-day Horace Greeleys of radio both in the U. S. and Canada.

The S. R. O. sign is out on practically all stations in metropolitan centers. Still the majority of radio-minded servicemen and civilians are flocking to the big cities—New York, Chicago, Los Angeles, Toronto in search of jobs as announcers, producers, publicity and promotion men and other positions on the so-called "glamor" side of radio.

These jobs in the big markets are as scarce as crystal sets. Stations are facing the double problem not only of absorbing their own returning servicemen, but also trying to place the civilians who were wartime replacements—many of them having done outstandingly good jobs.

Get Solid Foundation

So despite the fact that to the neophyte seeking a radio career the advice to go to a small town sounds like the old familiar buck-passing, it is solid reasoning, backed by the experience of men who have come up from the small stations themselves, and know the value of a solid foundation for a non-technical radio career.

Bright spot of the picture is the attitude of the small stations, most of which *are* interested in the new crop of radio aspirants now ready for their job harvest.

The owner-manager of a 250 w, progressive station in the Blue Ridge, reflecting the average small station man's attitude, told BROADCASTING: "The experience offered by the multiple jobs to be done around a small station is priceless. Most of us feel that our stations are stepping stones to the 'bigger-time', so there need be no qualms about a man using us to help boost him up the ladder.

"Even if some of the stations are filled now," he continued, "the turnover is tremendous." He added with not a little pride, "You see, we lose so many of our best men to the big time."

While the pay is smaller than that offered by metropolitan stations, the cost of living in small towns is comparatively lower. Housing is not so tight, competition not so demanding. "Let an announcer make his few initial mistakes in the small stations," advises an NBC executive. "Let him get the 'feel' of radio and the ability to meet the emergencies that are inevitable. With that will come the confidence that comes *only* with doing the job, and then let him come to a big city."

RADIO'S OPPORTUNITIES for servicemen were studied and reported comprehensively during the war by Mary Zurhorst, who covers the armed forces beats in Washington for BROADCASTING. In the May 7, 1945 issue she discussed the openings created by industry expansion, and in the July 2 issue she followed up with a study of the specialized training which equipped servicemen for jobs in broadcasting. And now she surveys the field for advice for the many men and women, GI and non-GI alike, who want to make radio their career but aren't sure where or how to start.

Even for a man who has been in radio before his service, a stay at a small station would serve as a "refresher course" before he strikes out for big time.

Those trained in radio in the services—AFRS, AFN, public relations, communications, combat reporting, stateside camp radio stations—will find that that experience is helpful, but does not constitute an entree into the large market stations. "That sort of background can be compared to a good radio school," says a West Coast radio official, "but will not substitute for practical experience such as announcing, producing, newswriting with a small station."

For an overall picture of the employment situation in the metropolitan centers, here is what BROADCASTING's bureau chiefs report:

NEW YORK: Greatest need, says NBC, is for script writers and production directors. "Qualified writers and producers are difficult to find."

NBC's Welcome Home Auditions have been a boon to many a talented serviceman and woman. If the auditionist proved good, the whole chain of NBC stations was considered as a possible employment field, and every effort was made to fit him in where he was needed and wanted to go. Here again, however, the answer turned out to be the smaller station in the majority of cases.

Television Opportunities

CBS holds out the hope that biggest opportunities lie in television. *But* CBS considers the network a "post-graduate" job, and does not promise positions to the inexperienced.

Mutual interviews returning servicemen not formerly employed by the network, and if there is nothing immediately available, the serviceman's capabilities are recorded on a memorandum sent to all Mutual affiliates for possible placement.

"May I suggest that you look over these bulletins carefully and when you wish to get in touch with an applicant, you can do so by writing or wiring the applicant through my office," the memorandum reads in part.

When Mutual takes its former employes back, the net pays them as if they had worked with MBS through the war. Often this means 30% to 40% more pay than they made before service.

ABC also notifies its stations of men who they feel make good employment possibilities. As with the other nets, there are very few openings at the New York studios.

WNEW suggests newcomers get in radio by learning stenography and starting at a small station. WQXR offers the same advice. WINS advises that experience gained as a "radio logger"—one who keeps the log of everything that goes out over that station—is helpful. Another suggestion is joining the music library of a small station.

CHICAGO: Veterans who were employed by Chicago stations before going into the service, are being taken back if they want their jobs, and not all of them do.

Big Salary Complex

Many vets feel they should be entitled to salaries out of all proportion to the importance of the job and their own ability, some station managers report. And this despite the fact that most jobs, especially those under AFRA or IBEW contract, call for substantial increases.

The average ex-serviceman is learning the best he can expect is $60 to $75 a week, and he needs plenty of experience to get that. In Chicago, where anything under $100 is barely a living wage, particularly if a man has a family, a lot of GIs are seriously considering moving to smaller towns where rents and living conditions are within reason.

At WBBM, CBS owned and operated station, only men who have been previously employed by Columbia are being taken on, Walter Preston, program director, says.

At NBC-WENR, Leonard Anderson, personnel manager of NBC Central Division, says that a high percentage of former employes in the service have returned, "most of them to better jobs or at least more money." However, most of the men worked only part time as studio pages, or guest relations men, in addition to clerical assignments, while going to one of the nearby universities.

Technical Chances

At WIND, best opportunities for vets are in the musical or technical departments, with announcers and program jobs being held for former employes. WJJD has the same story, with Art Harre, station manager, reporting that after all former employes return, any vacancies will go to eligible veterans.

WGN, the Chicago Tribune station, is taking on all former employes as fast as they are discharged. Frank Schrieber, station manager, said several experienced announcers had to be turned down, "even though we would have been glad to have them" because "our own veterans must get first chance."

Now that the vets are returning, the 4Fs are working with their hats on, waiting official announce-

(Continued on page 97)

ALL NORTHERN VERMONT

CHAMPLAIN VALLEY

BURLINGTON HAS THE ONLY

WCAX

STATION IN VERMONT

1000 WATTS • FULL TIME

HOOPER SURVEY REVEALS

Listeners in WLAW-Land prefer the morning programs of WLAW to all other New England stations!

Share of Listening Audience, 8 a.m. to 12 noon:

WLAW 38.7%

Next Leading Radio Station 19.1%

Choose WLAW and you choose the station that can do the best selling job to New England's 3rd Largest Concentrated Audience.

Basic Station

American Broadcasting Co.

5000 WATTS 680 KC.

50,000 WATTS . . . SOON ! !

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:

WEED & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Station manager—250 watt operation to begin around September 1st or earlier, wants manager, excellent opportunity. Located in middle western small town. Give full details first letter. Box 348, BROADCASTING.

Wanted immediately—For live audience show, a congenial, experienced ad lib showman who can write and handle a radio stage show with a Bailey, Brenneman and McNeil personality. Rush full information with audition disc to Box 372, BROADCASTING.

Good combination operator and announcer with first class license. NBC station, intermountain west. Substantial salary and permanent affiliation for right man. Box 373, BROADCASTING.

Operator, first class. Texas station. Give qualifications. Box 395, BROADCASTING.

First class operator, midwestern network station. City of 90,000. Salary $35.00 for 40 hours. Box 403, BROADCASTING.

Announcer with a first class license for ABC station in eastern North Carolina. No engineering experience necessary. Good salary and pleasant working conditions. Send past experience, salary desired, references and voice transcription, if possible to Box 408, BROADCASTING.

Help wanted—First class operator for control room—transmitter. Local—CBS station. Box 410, BROADCASTING.

Experienced announcer and combination program director—announcer for new 250 watt network station in southern coastal city. Box 414, BROADCASTING.

Midwest daytimer wants chief engineer for August construction and permanent position. Box 428, BROADCASTING.

New local station in southwest now constructing wants chief engineer capable of making all technical installations and to stay on. $250 per month, start. Box 436, BROADCASTING.

First class operator-announcer. New station Marietta, Ohio. Write Howard L. Chernoff, P. O. Box 1153, Charleston, W. Va.

Sales manager and program director-announcer for new station to open in fall; college city in good place to live. Give experience. Write Box 437, BROADCASTING.

Wanted—Publicity man for 50,000 watt station in south. Newspaper and radio background desired. Give full particulars, personal and professional background, references, and minimum salary requirements. Box 438, BROADCASTING.

Good salary and participation in profits for manager of new southern local station. Man must be thoroughly acquainted with all phases of radio. Must be able to take active part in community affairs. Position is permanent with excellent future for anyone who desires to grow with new operation. Send full details first letter. Box 439, BROADCASTING.

Writer—Man or woman, for script shows, musical programs and commercial copy on new independent station. Give age, experience, references. Send samples and photo to Program Manager, WHHM Broadcasting Co., Sterick Bldg., Memphis, Tenn.

Girl to write continuity, do women's program. Send full details, salary requirement, late picture. Howard L. Chernoff, WCHS, Charleston, W. Va.

New two hundred fifty watt radio station has opening for chief engineer who is familiar with FCC engineering practices and who has had practical experience in small station installation and operation. Splendid opportunity for right man who has personality and enthusiasm. Prefer engineer now living in west or middlewest. Wire or write giving full qualifications. KVOC, Casper, Wyo.

Starting new radio station, 250 watt. Need combination engineers and announcers. Covington News, Covington, Georgia.

Stable announcer wanted for new independent station. $50 base plus talent fees. Send complete details of background, age, references, photograph and audition disc to Program Manager, WHHM Broadcasting Co., Sterick Bldg., Memphis, Tenn.

Help Wanted (Cont'd)

Announcer-operator first class ticket holder wanted. Permanent. Veteran preferred. Progressive station. Wire or call KICD, Spencer, Iowa.

Salesman—Excellent opportunity. Progressive station. KFRO, Longview, Texas.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. No engineering experience necessary. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Producers, editors. Radio's Reliable Resources (Employment Agency). Box 413, Philadelphia 5.

Engineer-announcer wanted by southern Mutual affiliate. Must have first class license and be able to handle announcing shift. Good pay, pleasant surroundings. Contact T. K. Vassey, WMLT, Dublin, Georgia.

2 experienced writers, popular and light classic music shows. Rush full information and samples to World Herald Radio, Omaha, Nebr.

Experienced announcer. Rush complete information, picture and disc to World Herald Radio, Omaha, Nebr.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

First class ticket with ability to announce. Pay $40.00 weekly. WTMC, Ocala, Florida.

Wanted—Three combination announcers and engineers for 250 watt southern station. Must have first class license. All replies confidential. Address Box 446, BROADCASTING.

NBC affiliate wants experienced copy writer for straight commercial copy, script shows, musical programs. Give age, experience. Enclose photograph. Box 361, BROADCASTING.

Commercial manager must be experienced salesman. Have excellent opportunity for right man. Veterans given first consideration. Give full information in first letter. Radio Station WOSH, Oshkosh, Wisc.

Radio times salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky mountain area. Box 449, BROADCASTING.

Situations Wanted

Chief engineer—Fifteen years experience in operation, maintenance, construction, installation, AM-FM to 50 kw. Age 37. Minimum $400. Available four weeks' notice. Box 277, BROADCASTING.

Engineer—Seeks immediate association with existing or proposed AM or FM station as chief or assistant chief engineer, or other capacity. Extensive transmitter experience, both AM and FM, including design. College graduate with first class license. Available on ten days' notice. Box 349, BROADCASTING.

Sales promotion manager top-flight background desires change. Negotiations strictly confidential. Box 356, BROADCASTING.

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Announcer — Veteran. Graduate announcers' school. Passed NBC audition. Wants opportunity with progressive station to prove ability and gain experience. Transcription available. Box 394, BROADCASTING.

Engineer—First class license, ten years experience, wants transmitter position in midwest. Box 407, BROADCASTING.

Copy writer, girl, desires position, with progressive New England station. Write Box 409, BROADCASTING.

Situations Wanted (Cont'd)

Attention North & South Carolina—Important that I make connection in capacity announcing, newscasting, jockey. Available June 17. Network experience with highest references. Box 411, BROADCASTING.

Bookkeeper, lady, 14 years radio station experience. Prefer west coast or southwest. Box 412, BROADCASTING.

Two men—Staff announcer, M. C. and commercial writer. Announcer 4 years platter, staff work. Commercial writer veteran, 27, stable. Prefer small station, permanence. Box 413, BROADCASTING.

Chief engineer, vet. age 26, desires small station. Five years general experience installation maintenance broadcast, government, Army radio, Radar equipment. Also announcing. Box 415, BROADCASTING.

Announcer — Experienced. Veteran, young, married, dependable. Handle all types commercials, newscasts, record shows, sports, remotes, and can operate control board. Transcription available. Box 417, BROADCASTING.

Managerial position wanted—16 years experience covering sales, programming, production, publicity and promotion. Box 416, BROADCASTING.

Ex-Army Officer with British bride wants back in radio. Top newswriter and commentator. Splendid script writer and producer. Experienced all phases from small station management to network station. Splendid references. Available now. Box 418, BROADCASTING.

Television CP holders attention! I intend to grow with and for a television organization. Have a university degree in theater and radio production and 3 years experience in theater. Am now an announcer doing everything except transmitting with my teeth. I excel in scenic construction, design, lighting, direction and over all production. Veteran and very sincere. For details, photo, disc, contact Box 419, BROADCASTING.

Recently discharged GI. Single—announcing experience in service and civilian life. Can handle anything. Vaughn Hertz, Clintonville, Wisc.

Available—Qualified announcers, engineers, copywriters. Radio's Reliable Resources. Box 413, Philadelphia 5.

Small station position wanted by bright, capable young woman. Radio experience. Can write, direct, turn out ideas. College graduate. Excellent references. Elizabeth Koenig, 55 East 60, New York, N. Y.

Announcer. A lot of good experience gained the hard way. Excellent newscaster, commercial. Five years ad lib talent own show. AFRN's second largest station, Osaka, Japan. Soon to finish four month refresher New York announcer school. Disc available. Married, settled. 32. Box 420, BROADCASTING.

Operator-engineer with first class license. Transmitter or studio. Four years radio parts, two years radio service, part time announcer, five years Bureau of Aeronautics—Navy Radar technician, civilian. Operator 5 kw NBC. Married, age 31. Box 421, BROADCASTING.

A prize package. Ambitious staff of seven with an aggregate of seventy years broadcasting experience available to hypo your present operation or serve as nucleus for new staff: commercial manager or station manager; continuity chief; announcer-special event man; news-editor-broadcaster; chief engineer-control room technician; producer-announcer; woman's director; all with network experience and college back grounds; average age 29; all now employed. Available to progressive organization with a future. Write Box 422, BROADCASTING.

Commercial announcer—music director. Married. One year experience before war. Have worked several stations, including Chicago. Have done telephone, street, and platter shows. J. M. Skipton, 1906 W. Ogden, Chicago, Ill.

Script writer. Young, fresh ideas, talented Army and civilian experience. Desire contacts or employment. Will submit samples. Paul Wasserman, 702 Sheffield Ave., Brooklyn 7, N. Y.

YOUR STATION NEEDS

. . . a station manager or sales director with an AB degree, experience in small and large station operation, network, metropolitan and mail pull. Station and agency references.

Write Box 433, BROADCASTING

WANTED:

RADIO STATION

Successful broadcaster with many years experience in radio business desires to purchase radio station or stations (or control the interest).

Please write full details concerning present status of business and capital necessary to affect purchase. Your reply will be treated in strictest confidence.

BOX 444,
BROADCASTING

WANTED

A Disc Jockey who knows all the tricks of the trade. Capable of handling several hours per day. If you have what it takes—we have a 5 kw Pacific Northwest station that can use your services. In reply give full details as to experience, age and personal qualifications. Your reply will be held in strict confidence.

BOX 365, BROADCASTING

Are You a Good Announcer?

KWTX, new radio station in Waco, Texas has immediate need of fully experienced professional announcer. Above average salary plus talent on commercial shows. Send audition disc and correspondence to M. N. Bostick, KWTX, Waco, Texas.

WANT A JOB?

Better get . . . "Radio Jobs"

A new weekly newsletter offering national coverage of staff openings for announcers, engineers, salesmen, writers, newsmen, managers, etc.

FREE SAMPLE COPY

RADIO JOBS

545 Fifth Ave., New York 17, N. Y.

AVAILABLE IMMEDIATELY

TWO MAN COMBINATION FOR LOCAL STATION

One—capable of managing and selling. 9 years experience commercial besig. Can handle sports and specials. The other — program — production man 5 years experience, handles commercials, news, writes. Let us put your station on top with GOOD management, programming and sales.

Box 423, BROADCASTING.

ADVERTISING & PROMOTION MANAGER

Now employed in radio, but stymied in present location. Seeks position with station needing a promotion hypo. 15 years of solid advertising and promotion experience goes with the man. Several years experience in television is just one of the plusses you get—but first get in touch with Box 405, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer, veteran, 7 years experience, ad lib, news, special events, musical clock, programming, copywriter, age 25, married, sober, reliable. References. $60 minimum. Prefer Northeast. Box 424 BROADCASTING.

Experienced manager, recently sold own station, wants position as station manager, preferably on percentage-of-net basis. Former newspaper man, would be interested in management of combined newspaper-radio property, but interested in any management post involving radio. Southwest preferred. Box 425, BROADCASTING.

Experienced news man, 17 years in newspaper business, five radio as station owner, wants to organize and oversee news department for station interested in building local news coverage and doing a real news job. Box 426, BROADCASTING.

Experienced first class operator. 14 years radio. Available immediately. Can do combination if necessary, also have construction experience. Married and veteran World War II. Answer Box 429, BROADCASTING.

Personality pays! If you're looking for non-tempermental personality, with proven original shows; university and NBC, New York, training; experienced news editor, commentator, narrator, writer, producer, program director; who knows radio is more work than glamour and will offer commensurate pay and opportunities, then we should talk it over. Box 430, BROADCASTING.

Girl with three years experience in radio wants job doing station promotion or publicity work. Can also do secretarial work. If interested write to Box 434, BROADCASTING.

Program director immediately available. Seven years experience all phases radio. Now on production staff Chicago station. Age 28. Vet. Box 440, BROADCASTING.

Opportunity to reconstruct your station's thinking—for real programming. Wise program production manager seeks opportune position. Box 441, BROADCASTING.

Station manager. Excellent on references, experience, selling, programming, civic contacts, ideas, publicity, administration. College, married, age 32. Box 442, BROADCASTING.

Announcer—veteran, 29, with 18 months experience in sportscasting, desires permanent staff job on small station. Available immediately. Box 443, BROADCASTING.

Basic network production manager of five years wants program director position. Eight years in radio, age 32, married. Finest references. Experience includes network announcing and production of highest calibre. Box 445, BROADCASTING.

Announcer. Immediate placement desired. Newscasting, commercials, platter (disc jockey) and serial-writing experience. Formerly with AFN. Will travel. Ray W. Scarpone, 1274 85 St., Brooklyn 28, N. Y.

Announcer—Two years experience. News, disc work, continuity and especially sports, including play by play. Available immediately. Reliable, sober and industrious. Contact Charles Spencer, 8 North Main St., Springfield, Vermont.

Announcer—veteran, single, 25, eager to establish radio career. Army Network experience, writing, narration, acting; adept commercial copy, platter chatter, ad lib. Conscientious, dependable. Go anywhere, salary unimportant. Jos. F. Stenglein, Jr., 2265 Sedgwick Ave., Bronx 53, New York.

I'll go anywhere. Salary secondary. Experience on New York stations, also while in Navy Welfare Dept. Hold restricted ticket. Desire permanent announcing, news or disc-jockey position. Single, ambitious, cooperative. Jack Lazare, 250 West 88 St., New York 24, N. Y.

Young man, 29, six years managing present 250 watt station, ready for something larger. Full details upon request. Box 447, BROADCASTING.

Consultant, manager with extensive program promotion experience. Box 375, BROADCASTING.

We are releasing combination salesman-announcer with definite flair for news because of returning servicemen. For information contact WTMC, Ocala, Fla.

FCC Rule Give Stations 'Free Ride' In Rebroadcasting Sessions of UN

FOUR STATIONS at widely separated points of the United States are receiving free coverage of United Nations sessions. These stations have received permission of the FCC to rebroadcast shortwave programs beamed daily from the floor of the UN council, Hunter College, Bronx, by State Dept. transmitters to Europe.

This is the first time coverage of the UN has been done in this manner. The "free ride" has been approved by the FCC, according to State Dept. spokesmen, for KELO Sioux Falls, S. D., KUOM U. of Minn., WSYR Syracuse, N. Y., and WELI New Haven, Conn.

The FCC gave permission under Section 3.408 C-1 of the rules and regulations reading, "The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station."

This rule, held in abeyance during the war, has been restored and anyone with a shortwave set may listen to governmental shortwave programs, State Dept. broadcasting officials reported.

According to engineers of the radio section of the State Dept. in New York, any station in the U. S. can pick up these broadcasts from the UN floor. Despite the fact that the signal is beamed to the east there is a sufficiently strong signal from spurious lobes to allow pickup in any part of the country. And, if a station can pick it up on its receiver, and there is no reason they couldn't the Dept. said, it would be clear enough for a rebroadcast.

Fuller Coverage Urged

This type of rebroadcast would appear to be the answer to the complaint of small independent stations that they are being left out of UN coverage. At present, the cost of lines or special services for some small stations is prohibitive, and the records sent out by the various governmental agencies on UN do not carry the impact of a live show, even though such programs are free of charge.

The State Dept. is anxious, a spokesman said, that these broadcasts be picked up, and also that the "Voice of America," the shortwave program on America's views of international affairs, be heard by more shortwave listeners.

The State Dept. wishes that more stations would pick up this program and rebroadcast it medium wave. It is felt that listening to such broadcasts would aid Americans to follow and understand their government's foreign policy.

Situations Wanted (Cont'd)

Experienced announcer, college graduate, desires good connection, east or south preferred — does newscasting, commentating, sports, and musical shows. Box 448, BROADCASTING.

Announcer. Veteran. Experienced announcer and teacher of college dramatics and English. Transcription available. Box 450, BROADCASTING.

For Sale

For sale, local station. Only station east north central market. Network affiliate. Conditional FM CP granted. Price $200,000.00. Good management can make this the buy of the year. Box 435, BROADCASTING.

RCA transmitter model 100 E modified for 250 watts complete with crystal holders and set spare tubes. Just taken out of service. First $1200 takes it. Write, wire, phone. Norman Loose, KAVE, Carlsbad, New Mexico.

WE 304-A 1 kw transmitter. All self contained. No rotating parts. Clean and ready for immediate use. Price $3000.00 cash. FOB, Memphis. E. A. Alburty, Southern Broadcasting Service, Hotel Gayoso, Memphis 3, Tenn. Tel. 8-6860.

For sale—Only station in market of 50,000. 250 watts unlimited time. Reason for selling, illness of owner. Box 451, BROADCASTING.

Wanted to Buy

Wanted—One Fairchild unit 539 portable recorder or what have you. Write—Modern Transcription Studios, 1110 Southland Life Building, Dallas 1, Texas.

Miscellaneous

Publicist and writer has five figures for active investment in proposed or established radio station. Principals only. Box 325, BROADCASTING.

An investment. Newly-formed transcription company needs capital. An opportunity to invest and share in sound business idea. Complete facilities available. Five fine commercial shows in production. Replies held in strict confidence. Box 377, BROADCASTING.

Can we represent you in Chicago. We are an established selling organization and have valuable contacts with advertising agencies, radio stations and advertisers. Box 402, BROADCASTING.

Radio announcers seeking jobs by voice recording, send for sensational new audition script. Written by topnotch network writer. Guaranteed to impress potential employer. Price $1.00. Box 427, BROADCASTING.

Wanted—Two first class operators, one program manager, and one commercial manager, to invest in corporation to apply for 250 to 1000 watt station in large southern city. Box 431, BROADCASTING.

I have $12,000 to apply for small station in large city. Will you invest $15,000 for full mortgage? Box 432, BROADCASTING.

CLAYTON COOK, former assistant city editor of the Philadelphia Inquirer, has joined the public relations department of N. W. Ayer & Son, Philadelphia.

Sterling Drug Up

INCREASE of 25% in sales of Sterling Drug Inc., New York, for first four months of 1946 over a corresponding period a year ago was announced last week by James Hill Jr., president, at annual stockholders meeting held in Wilmington, Del. Sales for the first four months were $40,000,000, an increase of $8,674,000 over reported sales for corresponding 1945 period. Total 1945 sales were $104,584,852. First quarter net profit for 1946 was $3,822,295, or $1.01 per share, as compared with net earnings of $3,057,846, or 81 cents per share during first quarter of 1945. April and May earnings showed comparable increases. All directors of the firm were reelected at the meeting.

Contract!

TAKING KSAN San Francisco at its promotion-brochure-word of "85 listeners for a nickle," Smith, Bull & McCreey, that city, has sent KSAN a contract in behalf of So-Smooooth Putty Knife Co., for a test campaign. Since Adelsurp J. Whattahiel, president of the putty knife firm, has negotiated new union contract with his employes, factory has stepped up output to about 85 knives per day and Mr. Whattahiel now feels firm is ready to enter radio advertising. Contract, accompanied by agency check to cover full gross amount of $0.05, calls for 85 listeners for one day only. Agency took its usual 15% discount.

AFRA Refresher

REFRESHER schooling for professional talent discharged from armed forces, is being worked out by Hollywood AFRA executives and Veterans' Administration. Course is to include individual coaching, lectures, seminars and a workshop, according to Claude McCue, AFRA executive secretary. Each applicant must have been an experienced professional actor, singer, announcer or sound effects artist engaged in the business before entry into service.

PW Cited

PRESS WIRELESS last Wednesday received special commendation from the War Dept. for its efficient operation during the Normandy invasion and throughout Europe and the Pacific. In the presence of 14 radio operators and engineers who were members of the special PW wartime stations in ETO and the Pacific, Chief Signal Officer Maj. Gen. Harry C. Ingles presented the citation to A. Warren Norton, PW president. Ceremonies took place in the firm's executive offices in New York.

To Do History

RALPH J. GLEASON, former trade news editor of ABC and previous to that news and photo editor in the London office of OWI, has signed contract with Duell, Sloan & Pearce, New York, for publication of a documentary history in pictures and text about American Horse racing. His first book, "The Jazz Story," will appear in the fall. Mr. Gleason's collaborator on both books is Edward Rice, Jr., formerly on the production staff of Look Magazine.

DuMont Acquires

ALLEN B. Du MONT Labs., Passaic, N. J. has acquired the Doherty Silk Mill, Clifton, N. J., covering a city block of 6.8 acres, which will add roughly 150,000 square feet of floor space to the Du Mont facilities for television and electronic instrument manufacturing. Plans call for occupancy in September, after which company's Passaic area plants can be devoted exclusively to the production of cathode-ray tubes.

Kroll to Y&R

ALEXANDER KROLL, released from the Navy and formerly with William Esty and Co., and J. Walter Thompson Co., has joined Young & Rubicam, New York, as account executive.

Shouse Asks Cautious Approach to FM

Crosley Corp. Executive Addresses NEA Meeting

JAMES D. SHOUSE, vice president in charge of broadcasting, the Crosley Corp., Cincinnati, licensee of WLW, warned small town publishers to investigate carefully before investing any money in FM.

In a speech prepared for delivery Saturday before 600 leading, small town publishers at the annual convention of the National Editorial Assn., Estes Park, Colo., Mr. Shouse said he did not agree with proponents of FM that it would eventually replace AM, although he did feel, he said, that FM would offer means of radio expansion.

Wary Approach

Declaring he would not like to see publishers "sold a bill of goods on frequency modulation, one way or the other," Mr. Shouse said FM offers to some small-town publishers a "real potential for increased service; for others of you there is still some amplitude broadcasting available."

"I can only urge that before you leap, you look," he warned. He suggested that before publishers invest in "applications and transmitters" they spend "a smaller amount of money" for "a careful, exhaustive and comprehensive study of your market in its relation to broadcasting." He warned that those interested in FM or AM "spend a modest amount of money in analysis and investigation," admonishing that such a survey would save "a lot of uncertainty, confusion and heartache."

Mr. Shouse said the economic aspects were foremost in determining whether to go into the FM field and that technical problems also are important. He said that to obtain coverage of the thinly-populated areas and smaller communities, "a real problem presents itself unless you are so situated that you find a readily convenient mountain next door to your town from which to transmit."

Mr. Shouse saw an "immediate and direct use" for FM, however, in the congested metropolitan areas such as the Loop district of Chicago, the Island of Manhattan, and Philadelphia or Detroit where man-made electrical interferences create static in standard reception. "In these cases," said Mr. Shouse, "FM comes through as clear as a bell and provides static-free reception not obtainable under the standard transmission."

Mr. Shouse

On the other hand, Mr. Shouse said the "so-called high fidelity attribute of FM is largely a myth, in view of the fact that our present form of broadcasting will handle practically every frequency that the human ear can detect anyway."

Another disadvantage to the success of FM is the lack of receivers, he said, adding he would judge that "98% of the receivers being built today are the standard type." He asked: "Who is going to provide FM transmission when there are no receivers to pick it up, and who is going to buy sets when there is nothing to listen to? Anybody that proposes to know the answer to this question is guessing whether he knows it or not."

When Novelty Wears Off

Mr. Shouse asserted that "after the novelty wears off" he did not think "a great many people are going to spend money for receivers which are capable of simply providing sound that cannot be heard by the human ear, although advertising is a great thing, and may even be able to sell this."

He listed network affiliations as an important factor in considering FM, and declared "already FM, as currently provided by the biggest networks, has run into a grave snag" in the form of the ban by James Caesar Petrillo's American Federation of Musicians against duplication of AM musical programs on FM without standby fees. Until the networks reach an agreement with the union, he said, "you are limited to phonograph records or other recordings and, there again, you defeat the high fidelity characteristics of FM about which so much has been made."

Compares Arts

He said that no doubt he had "tended to dull a bit the glitter which has characterized most of what you have heard and read about FM." He recalled a talk he gave in 1944 before the Radio Executives Club of New York in which he said that "for the past two or three years frequency modulation appears to be attracting much more attention than television."

"This I could never fully understand," Mr. Shouse told the publishers. FM is merely a new way of "doing the same thing" while television, he said, "does not represent a new way of doing the same thing that has been done before. It adds an increment to a dimension that is constructive and creative. I am inclined to believe," he added, "that television, given a fair opportunity to do so, may cause an appreciable slowing up of the frequency modulation movement."

Mr. Shouse said he felt that a "great deal of the impetus, the promotion and the preferential consideration being given to frequency modulation arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for FM on the part of the public."

He charged that "very influential forces in the industry, who are concerned primarily with an equalization of facilities, see in FM a means whereby all broadcasters can be put on a common denominator." He said that if the "things claimed for FM are definite and as positive in fact as the claims are in theory," those who are "big in amplitude broadcasting will continue to be big in frequency modulation broadcasting."

Uncertainties Claimed

He emphasized that he did not intend to present the future of broadcasting as being insoluble, but he pointed out there are "many uncertainties ahead."

"We will never again see broadcasting as it was in 1930," he declared, "and certainly no considered judgment on anyone's part could result in a desire that that be so. . . . When you become a broadcast licensee you occupy a preferred position in your community," Mr. Shouse told the publishers, adding that theoretically the airwaves belong to everyone and that "again theoretically," everyone has the right to listen to whatever he chooses "without restraint."

He declared that a radio license "represents really not so much a right given to us, as the cumulative denial of that right to several hundred thousands of our neighbors, in order that the right to listen shall be free and possible."

Mr. Shouse touched on the FCC clear channel hearings, said the Commission would determine whether to break down clear channels or permit licensees to use them to full capacity. He favors the latter, he said, because powerful clear channel stations can reach into the rural areas, giving service to people who could not be reached by lower-powered stations. He didn't feel, he told the publishers, that there was any "real conflict" between high power "for a station like WLW" and the FM possibilities offered to publishers of small town and weekly or semi-weekly newspapers.

He recalled the FCC newspaper

Chief STATION—your guide in the happy hunting ground!

Let WJW, Cleveland's *CHIEF* Station, guide you in this happy hunting ground . . . where prospects abound!

WJW local programs are planned particularly to reach and *sell*—the Cleveland money market. WJW gives more dialers per dollar . . . reaches more potential buyers . . . than any other Northern Ohio station!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

vorcement proceedings, beginning 1940 and dismissed three years ater, and the Commission's duop- ly regulation (Sec. 3.35). "The ower of the press in this coun- ry was able to prevent the propo- al on the part of the Communica- ons Commission to, as their com- ittee put it, discriminate as both ublishers, and as fit and proper censees," he said. "The power of adio on a similar proposal was not trong enough to prevent the Com- ission enforcing the dual owner- hip rule."

Mr. Shouse said he had no fears hat the newspaper divorcement roceedings might be revived be- ause of the "excellent type of ublic servant which makes up the ommunications Commission in its resent form."

HALEY, OLSEN APPLY FOR PASADENA FM

ANDREW G. HALEY, Washing- on radio attorney, and Tom Olsen, wner of KGY Olympia, Wash., nd two associates applied to FCC ast week for a new FM station t Pasadena, Calif., to serve the ultural needs of the community.

Mr. Haley said programming would be entirely classical and emi-classical music until FM sets become available in quantity, and hat at all times the station would mphasize cultural programs. The rogram structure will be 100% ustaining "at first" and the ulti- mate maximum of commercial will e 70%, he said.

The application grew out of a wartime association between Mr. Haley and a group of California Institute of Technology scientists at Aerojet Engineering Corp., Pasadena. The firm put the results of rocket and jet propulsion re- search into use in the manufacture of "Jato" units, used for rescue of lives at sea, to facilitate take-off of overloaded airplanes from car- riers, etc. Mr. Haley was relieved from military service by Gen. H. H. Arnold, then AAF commanding general, to be president of Aero- jet during the war.

One of the Institute's scientists, Martin Summerfield, a physicist, is a limited partner in the appli- cant firm, owning 10%. William J. Donahue, who was attorney for Aerojet, owns 5%. Messrs. Haley and Olsen are general partners, owning 60% and 25% respectively. The firm uses the name Rose Bowl Broadcasters Inc. Installation of the station was estimated at ap- proximately $12,000.

Safe Driving Show

SPECIAL broadcast to encourage safe driving was to be presented June 16 by NBC in cooperation with the As- sociation of Casualty and Surety Ex- ecutives on the "National Hour," Sun. 4-4:30 p. m. Titled "The Invisible Hitch Hiker," program featured an NBC an- nouncer driving a car through New York traffic while driving instructor from NYU's Center for Safety Educa- tion, seated next to him, told him what mistakes he made. Conversation was relayed direct from the moving ve- hicle. Maj. Gen. Philip Fleming, chair- man of President Truman's Highway Safety Conference, spoke from Wash- ington.

NAB Seeks Delay In Disc Agreement

FCC Proposed Rule Held Needing Clarification

FCC WAS ASKED last week by the NAB to postpone its June 24 deadline for filing of briefs and requests for oral argument on proposed revision of the transcription rule, Section 3.407.

A special transcription committee created by the NAB board of directors at its May 8 meeting held a two-day meeting in Washington June 12-13, deciding to request delay by the Commission. The committee decided the subject should be submitted to the board at its meeting in August.

In creating the transcription group the board had instructed it to report back with recommendations on proposed changes in the FCC rule. The Commission announced its proposed change June 3 [BROADCASTING, June 10].

Possible revisions in wording were proposed by the NAB committee along with a number of other suggested changes. Need for clarification in wording was pointed out, the group feeling that the proposed regulation is not clear in some respects.

Previous Objection

Two years ago NAB had objected to a proposed FCC regulation which would have required a roundup announcement each hour of all transcriptions or recordings which had been broadcast during the preceding hour.

The present proposed change is generally considered satisfactory, the committee members felt, but decided that formal action should be up to the board. If FCC grants the delay, NAB will likely ask oral argument and file a brief stating its position.

Attending the committee meeting Wednesday and Thursday were Paul W. Morency, WTIC Hartford; G. Richard Shafto, WIS Columbia, S. C.; Robert T. Bartley, NAB director of government relations. John E. Fetzer, WKZO Kalamazoo, was unable to attend but sent a letter outlining his views. Participating briefly in the sessions for NAB in addition to Mr. Bartley were A. D. Willard Jr., executive vice president; Milton J. Kibler, assistant director, Employe-Employer Relations Dept.; W. Bryce Rea Jr., of the legal staff.

Hawkeye Hunt

TO PROVE that California has oldest living Iowan, KECA Hollywood is spotlighting search with four announcements daily, according to Clyde Scott, general manager. Whoever wins national hunt will be guest of Iowa Centennial celebration during this summer.

WESTINGHOUSE

RADIO STATIONS Inc.

USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general field.

Printers' Ink

HANDLE WITH CARE
Your sales message handled carefully, delivered widely
UBC- KSFO -UBC
San Francisco
Universal's Key Station for Northern California

5000 WATTS
590 KC
NBC
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

An All-Time Favorite
FRIENDLY TAVERN POLKA
Published by
BROADCAST MUSIC, INC.
• • •
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

1946 RADIO OUTLINE MAP
THIS 25" x 40" map shows all U. S. and Canadian cities with standard broadcast stations, shows cities with one station, two, three, four and more. Use to spot campaigns, plot coverage, chart network affiliates.
Price: 50c each
Quantities of 25 or more: 30c
BROADCASTING

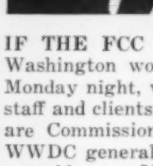
At WWDC Baseball Party

IF THE FCC had rendered the decisions, rather than the umpires, Washington would have won its game against St. Louis Browns last Monday night, when WWDC Washington was host to FCC members and staff and clients to usher in its sixth year of operation. Front row (l to r) are Commissioner Ray C. Wakefield; Mrs. Ben Strouse; Ben Strouse, WWDC general manager; and Commissioner Paul A. Walker. Also discernable are Mrs. Harry M. Plotkin, wife of FCC assistant general counsel (behind Commissioner Wakefield); Benedict Cottone, FCC general counsel (behind Mrs. Plotkin); W. Theodore Pierson, Washington attorney (behind Mrs. Strouse); Mrs. Pierson; Vernon L. Wilkinson, FCC assistant general counsel; Commissioner Rosel H. Hyde (behind Mr. Wilkinson); Commissioner Hyde's son, and Mrs. Wilkinson (behind Commissioner Walker).

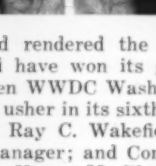
They Like It

EVIDENCE of the pleasure afforded by the type of program aimed at one ear as the listener reads, relaxes or otherwise occupies himself is reflected in test made by WCKY Cincinnati. Break was made in the 10:45 p. m.-1 a. m., background musical program, *Music to Read By*, to inquire if audience would rather have something with more talk or "variety." During next five days 573 listeners from 19 states wrote to request status quo.

Morton Succeeds Morin In CBS Sales Position



Mr. Morton



Mr. Morin

CHARLES E. MORIN, Pacific Coast sales manager for CBS has resigned because of illness, it was announced last week by Donald W. Thornburgh, network Western Division vice president. Arch Morton, sales manager of KNX Hollywood, CBS-owned station, has been appointed as successor to Mr. Morin. Not in good health for several months, Mr. Morin has been with the sales department of CBS on the West Coast since 1940. He has been in radio in that area for 10 years, in various sales managerial positions.

Hearst

(*Continued from page 74*)

ual as well as for the benefit of the nation, American radio MUST BE KEPT FREE.'

"No less an instrument than AN AMENDMENT TO THE CONSTITUTION OF THE UNITED STATES will accomplish this purpose, and the Congress should adopt such an amendment and submit it to the American people for ratification—for only thus will the agency of a FREE radio be established and preserved."

KFQD Can Take Net

KFQD Anchorage, Alaska, as the result of an arrangement with Alaska communications system officials for a wire from the U. S., is now able to carry network programs. KFQD is represented by Pan American Broadcasting Co., New York.

Televises Fights

WABD, Du Mont video station in New York, last Wednesday telecast first of summer series of seven boxing matches from Ebbets Field, Brooklyn. Fight was picked up by an image orthicon camera 150 feet away from the ring and using a telescopic lens and relayed to WABD transmitter in mid-Manhattan for telecasting. Last week Du Mont engineers used relay equipment borrowed from Philco and operating on 200 mc, but before the next fight July 10 they expect to have own relay apparatus in operation on 500 mc. Fights are being staged by Zenith Sporting Events, with Du Mont securing rights to televise the sports show from the William Morris Agency.

Collier's

(*Continued from page 74*)

gressional prohibition. Up to now, the radio industry has been submitting to this bureaucratic tyranny, fearing license revocations or refusals.

"Miller wants a finish fight, at long last. He urges that some station defy the FCC on a matter of program content; that the FCC be equally forthright and step on this test station; and that the fight be carried from there on up to the Supreme Court for a showdown.

"The sooner the better. This country, for some reason, has long been infested with people ambitious to whittle down freedom of speech and press despite the Constitution's guaranty of these freedoms. The press has consistently fought all such persons—and the press continues free, and subject by and large to the censorship of its readers only.

"Radio had better fight, beginning now; and the press' experience indicates that radio can win."

ABC

(*Continued from page 17*)

$14, this would be an investment of about $140,000.

In addition to the affiliation question, issues in the stock-sale application are as follows:

1. To obtain full information as to the effects of the proposed plan of recapitalization upon the finances, ownership, control, and existing operations and services of stations licensed to ABC.

2. To determine the effects of the company's plan of recapitalization on its future plans for FM, television and other projected betterments of facilities.

3. To determine whether any profits are expected to be derived from the plan by the licensee or its stockholders.

4. To obtain full information with respect to the proposed acquisition of control over King-Trendle Broadcasting Corp. (WXYZ and WOOD), plans for the sale of WOOD, and what profits, if any, would be received therefrom.

King-Trendle Issues

In the King-Trendle purchase—from George W. Trendle, John E. King, H. Allen Campbell, and Howard O. Pierce—the issues are as follows:

1. To obtain full information concerning the legal, technical, financial and other qualifications of ABC to acquire control. . .

2. To obtain full information with reference to arrangements under which control of King-Trendle . . . would be acquired by ABC, or any other applicant for said facilities, including the method and source of payment therefor.

3. To obtain full information with respect to any changes in facilities, personnel, services and programs, or otherwise, which might arise out of the proposed transfer . . .

4. To obtain full information with respect to any plans for FM and television operations and any other changes or betterments which may be proposed if control . . . is transferred.

JWT Names Three

THEODORE P. JARDINE and Theodore T. Weldon, of the Chicago office of J. Walter Thompson Co., have been elected vice presidents of the agency. Luther Lemon was elected treasurer.

Radio Job

(Continued from page 91)

ment of their discharge notice.

WEST COAST: Seek out the smaller stations away from metropolitan areas, is consensus of West Coast station and network executives. Specifically mentioned were Arizona, New Mexico, Nevada, and Texas. Advice holds for both GIs with no previous experience and those having had only service-radio experience.

Part-Time Jobs

Practical advice included suggestion of holding part-time radio jobs while completing specialized training courses. Word of warning, however, was sounded against radio schools not accredited.

For those GIs who have been in radio previous to the war, general opinion was that returning to former jobs was best course.

Specific advice to those in the creative fields of radio was that the GI experienced along creative lines should pound his pathway to agencies handling radio shows. Overall concurrence met on the point that there is no short-cut to "making the rounds."

Individual employment needs vary with individual stations. Especial twist to the local West Coast picture is the avalanche of veterans both experienced and inexperienced from other parts of the country, it was pointed out. Although television and FM will furnish additional opportunities, these possibilities are as yet beyond the present large scale employment horizon.

Along with adding returning veterans to station staff, executives contacted have attempted to retain their war-duration employes on the payroll wherever possible. Expanding station operations as well as realignment of personnel have been the answer in some cases. One local Los Angeles station is meeting problem with return to 40-hour week and increase in salaries. These measures, however, it was agreed, cannot begin to take care of the large-scale influx to West Coast major metropolitan areas.

CANADA: Smaller stations in Canada and the Canadian Broadcasting Corp. have most opportunities for war veterans in Canada, though all stations are taking on some war veterans they did not employ before the war. Canadian stations are obligated to take back any men and women who enlisted from the stations.

CBC Veteran Policy

CBC, as the largest employer in the industry in Canada, for instance, is not only holding positions open but has automatically allowed each enlisted person annual increases in pay to the maximum in the class or position held at the time of enlisting.

In the technical field some men with technical wartime experience but no other previous radio experience are finding posts with stations, reps report. And of interest is the fact that stations operated by Northern Broadcasting & Publishing Co. in Ontario (CFCH, CJKL, CKGB, CKWS and CHEX) are taking on disabled veterans for transmitter posts, enabling disabled men to have good positions with living quarters where they can bring up their families.

Many new stations getting ready to open in Canada will give further opportunities for war veterans with or without previous radio experience.

The representatives in the larger centers such as Toronto and Montreal are acting as clearing houses for many of those looking for jobs in radio. Smaller stations are still considered the best starting place, after the former employes have been absorbed. All-Canada Radio Facilities Ltd., and the Toronto Advertising and Sales Club are circularizing the industry with names and qualifications of likely men and women applicants.

All types of positions in Canadian radio need filling. One large rep firm reports greatest need for program and production staff help and executives.

Canadian metropolitan stations are not taking on many new people, taking on a limited number of war veterans only unless they have had experience.

Metropolitan stations are hiring more freelance help from war veterans than otherwise, thus giving the returning men and women producers, announcers, and artists opportunities not available elsewhere in Canada.

Conclusion

Conclusion is that small stations hold out the brightest future. Virtually the only types of jobs available for someone who is set on starting in at a metropolitan station are in stenographic work, logging, music libraries, or page boys.

There have been outstanding exceptions of inexperienced men getting good jobs with big city stations or even in the networks, but these cases are rare, and only serve to prove the rule.

The one field that is always open —and eager—for new faces is the creative field, in which ideas, scripts, productions are worked up and sold. There is always room for people with ideas. And for success in this line, it is still a good plan to "make the rounds."

Most of the time there is no short-cut to getting into radio, unless one happens to be born the son of an agency or network president. And Bourne Ruthrauff started in his father's agency at $12.50 per week, and the son of Mutual's president, Edgar Kobak, has worked as a platter-turner.

FCC Issues 13 CPs for FM; Brings Total Grants To 106

THIRTEEN additional construction permits for FM stations were granted Friday by the FCC, bringing to 106 the total issued since resumption of peacetime licensing. All of the new permittees had previously received conditional grants and engineering approval.

Simultaneously, the Commission issued two conditional FM grants, bringing to 443 the number of applicants who have received grants, engineering approval or construction permits. Another 11 applications were designated for hearing, bringing to 139 the number of cases in this category.

The new conditional grantees were Commodore Broadcasting Co. (WSOY), Decatur, Ill.; and Democrat Printing Co., Durant, Okla., a partnership composed of R. F. Story and Bennett Story. Both received metropolitan grants.

Granted construction permits were (power given is effective radiative power; antenna height is height above average terrain):

Nevada Broadcasting Co. (KENO), Las Vegas, Nev.—Community; 104.3 mc (No. 282); .25 kw, 125 feet.

Beer and Koehl, Ashland, O.—Metropolitan; 100.7 mc (No. 264); 8.6 kw, 380 ft.

Cincinnati Times Star Co., (WKRC), Cincinnati, O.—Metropolitan; 96.9 mc (No. 245); 22 kw 480 ft.

Lynchburg Broadcasting Corp. (WLVA) Lynchburg, Va.—Metropolitan; 101.5 mc (No. 268); 3.7 kw; 2080 ft.

Richard Field Lewis, Jr. (WINC), Winchester, Va.—Rural; 92.5 mc (No. 223); 15 kw; 1365 ft.

Hagerstown Broadcasting Co. (WJEJ), Hagerstown, Md.— Metropolitan; 95.7 mc (No. 239); 1.0 kw; 1400 ft.

The Pixleys (WCOL), Columbus, O.—Metropolitan; 92.1 mc (No. 221); 31.0 kilowatt; 370 ft.

WJHL Inc., Johnson City, Tenn.—Metropolitan; 101.7 mc (No. 269); 9.7 kw, 720 ft.

Harry M. Ayers (WHMA), Anniston, Ala.—Rural; 103.9 mc (No. 280); 24 kw, 654 ft.

Roy L. Albertson (WBNY), Buffalo, N. Y.—Metropolitan; 92.9 mc (No. 225); 48 kw; 590 ft.

Jacksonville Broadcasting Corp., (WPDQ), Jacksonville, Fla.—Metropolitan; 97.5 mc (No. 248); 40 kw; 317 ft.

WCBS, Inc., Springfield, Ill.—Metropolitan; 101.7 mc (No. 269); 19.0 kw; 417 ft.

Beckley Newspapers Corp., Beckley, W. Va.—Metropolitan; 101.1 mc (No. 266); 3 kw; 430 ft.

DESIGNATED FOR HEARING

Designated for consolidated hearing the following applications for FM stations in Philadelphia, Pa. area: WDAS Broadcasting Station, Inc. (B2-PH-128); Amalgamated Broadcasting System, Inc. (B2-PH-673); Crescent Broadcasting Corp. (B2-PH-675); Unity Broadcasting Corp. of Penn. (B2-PH-731); Percy B. Crawford (B2-PH-777); Independence Broadcasting Co. (B2-PH-806); and Patrick Joseph Stanton (B2-PH-967).

Designated for consolidated hearing the following applications for FM stations in the Toledo, Ohio metropolitan area: The Toledo Blade Co. (B2-PH-331); Community Broadcasting Co. (B2-PH-837); Ohio-Michigan Broadcasting Corp. (B2-PH-953).

Designated application of West Central Broadcasting Co. for FM station at Peoria, Ill., for hearing to be consolidated with hearings on applications of Peoria Broadcasting Co. et al (Dockets 7102-7106; 7408 and 7588); issues to be amended to include West Central application (B4-PH-984).

Miscellaneous

The terms of the construction permit granted to the Champaign News Gazette, Inc., Champaign, Ill. on May 29 are: 104.3 mc (No. 282); 250 watts; 415 ft.

Local Ownership Stressed by FCC

Equal Distribution Is Factor In Proposed Station Grants

BASING its decisions on preferences for local ownership and more equitable distribution of radio service, respectively, FCC Friday afternoon announced proposals to grant Escambia Broadcasting Co.'s application for a new Pensacola, Fla., station on 1450 kc with 250 w fulltime and Copper City Broadcasting Corp.'s for the same facilities at Rome, N. Y. Competing applications in each community were proposed for denial.

The Commission's proposed decision in the Pensacola case pointed out that both applicants are qualified but that 70% of Escambia is owned by Pensacola residents who will devote full time to the station, while management of the station proposed by the competing applicant, Gulfport Broadcasting Co., would "be in the hands of individuals who have not as yet identified themselves with the community."

Four for Utica

In the New York case, four of the conflicting applications were for Utica stations and one was for Rome. The proposed decision looked to a grant of the Rome application, pointing out that there is now no station in that city. "The grant of one of the Utica proposals would provide two stations for Utica while Rome would continue to be without primary service during the night," the Commission said.

The Utica applications, which FCC proposed to deny, were filed by Utica *Observer-Dispatch;* Midstate Radio Corp.; Utica Broadcasting Co., and Ronald B. Woodyard.

Escambia, successful applicant at Pensacola, is owned by Ruth Braden (50%), former wife of Fred Weber, general manager of WDSU New Orleans and former general manager of Mutual, and herself employed by CBS in Chicago, St. Louis and New York from 1931-1936; and Edward F. Braden of Watseka, Ill., and John H. Braden of Hoopeston, Ill., (her brothers), Lala Braden Boughton of Watseka (her mother), Kirke M. Beall of Pensacola, an experienced radio engineer, and George E. Mead, also of Pensacola, chief engineer of WCOA Pensacola since 1940. Each of latter five owns 10%.

Mrs. Braden is to be overall general manager of the station and its program director. Mr. Mead will supervise initial technical installation and be chief engineer.

Copper City, successful applicant in the Rome-Utica case, is owned (99.8%) by President Myron J. Kallet of Oneida, N. Y., president of Kallet Theatres Inc. which operates theatres in some 20 New York cities. Joseph S. Kallet, his brother, and William T. MacNeilly both associated with Kallett enterprises, own 0.1% each.

At Deadline ...

CAPITAL STATIONS SEEK DAYLIGHT TIME IN 1947

MANAGERS of District of Columbia stations will meet early this week to formulate plans for campaign to bring daylight time to capital next year. Leading drive on behalf of broadcasters is Carl J. Burkland, manager of WTOP.

Three broadcasters—Mr. Burkland; William B. McAndrew, NBC; Wayne Coy, WINX—met with D. C. Board of Commissioners Thursday. Board expressed willingness to ask Congress for necessary legislation to put capital on daylight time, provided business and civic groups indicate desire for change. Radio stations will cooperate with these groups in working for daylight time.

BROADCAST of *Grand Ole Opry* sponsored by R. J. Reynolds Tobacco Co., for Prince Albert on June 22 (10:30-11 p. m.) originates from sternwheeler *Idlewild* on Cumberland River near Nashville. Special high-frequency shortwave relay transmitter aboard river boat will be used.

Closed-Circuit

(Continued from page 4)

sits directly over FCC as appellate body. He personally wrote four opinions—three sustaining FCC judgments and one reversing Commission. He also participated in other radio decisions. Paul A. Porter, former FCC chairman and now OPA Administrator, is Vinson protege, both from Kentucky and both lawyers.

SOME LIGHT on plans of Edward R. Stettinius, former Secretary of State who recently resigned as UN delegate, reflected last week when he began inquiring about availability of new station assignment in Washington area. Evidently intending to retain his home in nearby Virginia, he presumably desires to return to national politics. There are seven standard stations already operating in Washington area and two were authorized last week, with two additional applications still pending.

BROADCASTERS generally aren't bemoaning defeat of Rep. Luther Patrick, CIO-supported Democrat, for renomination from Birmingham, Ala. Although he's former radio commentator on Birmingham stations, he opposed enactment of Lea bill and was House wheelhorse in AFRA opposition. Broadcasters do lament defeat in New Mexico Democratic senatorial primary of Gov. John J. Dempsey who, as member of House, was largely responsible for installation of radio news galleries and recognition of radio on par with press. Broadcasters applauded primary Republican victory in Nebraska last week of Rep. Karl Stefan, former commentator on WJAG Norfolk, Neb., who in his six terms in House has always championed cause of free radio.

ANOTHER rise in ceiling prices for radio manufacturers may be expected within a few weeks in form of 3% price increase in forthcoming wooden radio cabinet sets, BROADCASTING learned Friday. Increase will be absorbed by middle-men and not passed on to consumer, it is understood. If order goes into effect, it will bring total industry increase over October 1941 prices to 21%. (See earlier stories pages 20, 32, 78.)

NBC GRANTED CPA PERMIT FOR CAPITAL VIDEO PROJECT

INDICATION that radio projects may get special consideration because of public service aspects seen in grant Friday by Civilian Production Administrator of application by NBC to go ahead with $15,000 project in connection with television station in Washington.

Edward M. Synan, local district manager for CPA, classified NBC project as having "no impact on the housing program." Network plans alterations to Garden Room of Wardman Park Hotel for installation of video transmitter.

J. D. Small, CPA Administrator, gave pessimistic outlook Friday in talk before Business Paper Editors Conference in Washington. He said there can be no construction for some months except homes for veterans, schools, hospitals and buildings "serving public."

Mr. Small said all industry must cooperate by buying only "absolute minimum" of steel and other critical materials if nation is to "skim over this hump." Strikes have slowed production, laid warehouses bare, with result there is acute shortage of steel and lumber.

Despite present pessimistic picture, Mr. Small said if there is not "succession of strikes", if coal miners and steel workers forego vacations and "all industry cooperates," about four to six months "should put us in the clear." He said total construction program for next year is 14-15 billion dollars, equally divided between housing, repairs and non-housing. Construction first 10 days of June cut 68% because of shortages and attempts to spread out building program. Mr. Small said CPA policy to use controls "as sparingly as possible," invoke no new ones nor reinstate old ones unless absolutely necessary, remains.

NBC, ABC SHARE SITE

NBC and ABC will share television and FM rights atop the Civic Opera Bldg., Chicago. Contracts will be signed this week. Both networks will have transmitters in building, with studios in Merchandise Mart. Mark Woods, ABC president, reached agreement last week with James C. Thompson, opera building head, except for $5,000 price difference, E. C. Borroff, ABC Central Division vice president, provided a quarter to be flipped to decide the difference. Mr. Woods won the toss, Mr. Borroff giving the coin to the loser with the remark, "This quarter cost you $5,000."

DESIGNED to bring listeners up to date on week's developments, CBS June 16 started series of half-hour programs, *Weekly News Review*, Sundays, 2:30-3 p. m.

YANKEE SPEAKERS

VOICES of leading figures in automotive world to be brought Tuesday to Sixth Annual convention banquet of Mass. State Automobile Dealers Assn., Boston, by Yankee Network. Henry Ford 2d, Charles W. Nash, Barney Oldfield, W. G. Llewellyn and many other motor officials interviewed by Yankee special events crew which took wire recorder to Automotive Golden Jubilee in Detroit. Idea conceived and directed by Linus Travers, Yankee executive vice president.

People

FRED WILLIAMS, recently out of Navy, appointed advertising manager of Wilson Brothers, Chicago (men's furnishings). Company recently doubled advertising campaign.

ARTHUR P. L'HOMMEDIEU named manager Home Radio Division of Westinghouse Electric Corp. for New York State and New England. Recently sales promotion manager of Aircraft Marine Products, Harrisburg.

ROSE R. LOWE, formerly with Irwin Vladmir & Co., appointed assistant manager of International Advertisers, New York.

DON McNEILL on June 21 celebrates beginning of his 14th year as toastmaster of ABC's *Breakfast Club* program, Monday through Friday, 9-10 a. m.

DAVID ARNOLD, with N. W. Ayer & Son five years, joined media department of Gray & Rodgers, New York.

CALVIN L. FOX, former director of promotion and research, Keystone Broadcasting System, joined Official Films Inc., New York, as vice president.

DOUGLAS EDWARDS, CBS Correspondent back in U. S. after 14 months in Europe, replaces Allan Jackson, who leaves soon for overseas duty, on network's *News of the World* (Monday through Saturday 8-8:15 a. m.) beginning today.

RMA REELECTS OFFICERS

AT CLOSING session of Radio Mfrs. Assn. board meeting in Chicago, present officers reelected, four new vice presidents chosen and board adopted resolution recommending all members comply with FTC fair trade practices by advertising correct number tubes in sets. Reelected: R. C. Cosgrove, Crosley Corp., Cincinnati, president (third term); Leslie F. Muter, Muter Co., treasurer (eighth term); Bond Geddes, executive vice president, general manager, secretary; M. F. Balcom, Sylvania Elec. Prods. Inc., vice president. New vice presidents: Henry C. Bonfig, Zenith Radio Corp., Chicago; Fred R. Lack, Western Elec. Radio Div.; J. J. Kahn, Standard Transformer Corp.; Allen Shoup, Sound Inc. John W. Van Allen, Buffalo, reappointed general counsel; James D. Secrest renamed director of publications (earlier story page 18).

NBC AIR SHOW

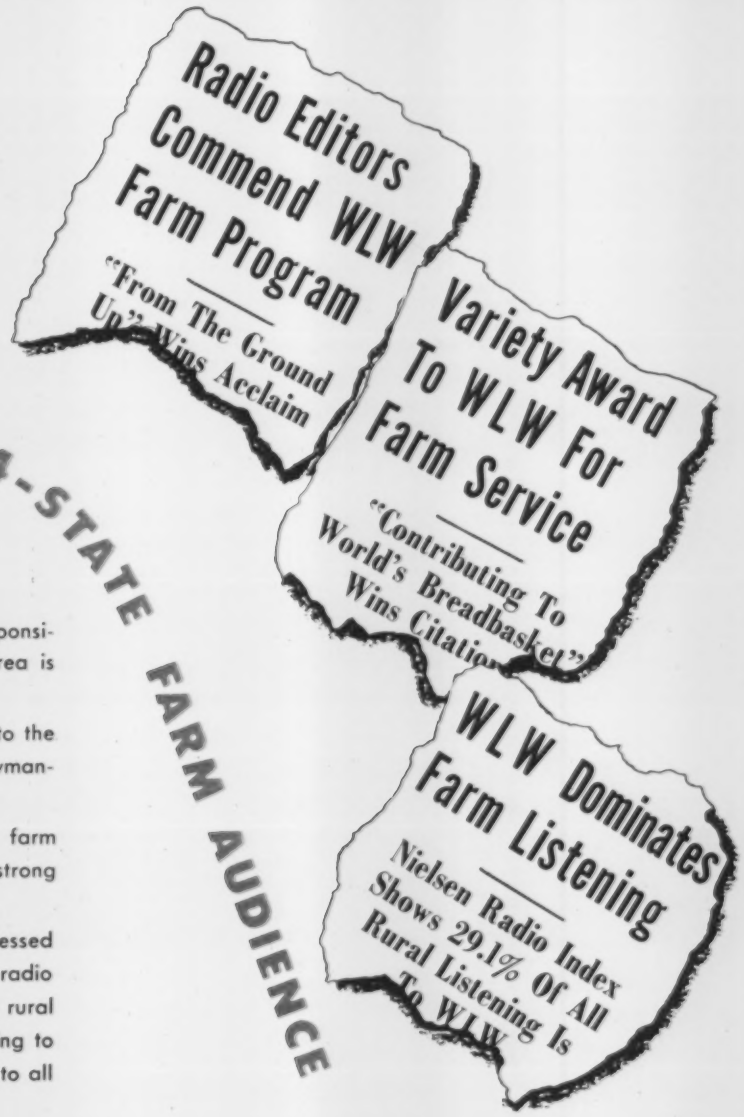
IN COOPERATION with U. S. Air Force and WGY Schenectady, N. Y., NBC on June 21, 12:15-12:45 p. m., presents *Age of Air*, program celebrating America's Air Research Demonstration day. Descriptions will be given of plane armada to fly over New York and P-80 Shooting Star jet-propelled plane which will fly from New York to GE flight test laboratories in Schenectady. NBC announcer will describe activities from B-29 and hold two-way conversation with P-80 when both planes are over Poughkeepsie, N. Y.

FITCH DENIES CHARGES

F. W. FITCH MFG. Co., and F. W. Fitch Co., Des Moines, deny charges of Federal Trade Commission that advertising copy and radio continuity contained statements that were untruthful, inaccurate or subject to public misunderstanding. FTC will hold hearings.

Everything Points To THIS ONE FACT

WLW SERVES ITS 4-STATE FARM AUDIENCE


Radio Editors Commend WLW Farm Program
"From The Ground Up" Wins Acclaim
Variety Award To WLW For Farm Service
"Contributing To World's Breadbasket" Wins Citation
WLW Dominates Farm Listening
Nielsen Radio Index Shows 29.1% Of All Rural Listening Is To WLW

THAT WLW is seriously aware of its clear-channel responsibility to serve the farmers of its great midwestern area is borne out by many kinds of evidence.

Variety's 1945 award to WLW "for contributing to the world's breadbasket" is one valued recognition of showmanagement in the farmer's interest.

Citation by the Radio Editors' Poll of WLW's farm service feature "From The Ground Up" is another strong endorsement.

And the approval of the farmers themselves, expressed in actual listening, clinches it. In the poorest rural radio months of 1945, August and September, 1,324,000 rural radio families averaged 400 minutes per week* listening to The Nation's Station . . . 29.1% of their *total* listening to all stations heard in the area!

Yes—everything points to the fact that *WLW GIVES THE FARMER WHAT HE WANTS TO HEAR!*

**Nielsen Radio Index. August-September 1945*

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION